PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2001

PLACER COUNTY, CALIFORNIA

Prepared for

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FOREWORD

Placer County, one of California's fastest growing counties, is characterized by high incomes and a technology-based economy. The attractions of the region, including comparatively affordable land and housing, as well as a superior quality of life, ushered in a decade of unprecedented expansion.

Placer County offers safe neighborhoods, excellent schools and an outstanding transportation system. The transportation system of federally and state-funded highways was a precipitating factor in the construction of housing, business and industrial parks. This construction of housing and industrial parks brought new residents to Placer County who, in turn, benefited the local economy by demanding goods and services.

The Sierra Nevada mountains, home to the 1960 Winter Olympics and the largest concentration of world class ski resorts in the Western United States, provide an abundance of year-round recreational and cultural opportunities to the residents of Placer County and visitors from other parts of the Greater Sacramento Area, as well as the San Francisco Bay Area.

The *Placer County Economic and Demographic Profile 2001* provides an economic and demographic survey of the Placer County, and provides detailed statistics on the three distinctive regions of the county: the Valley, the Gold Country and the High Country.

The *Placer County Economic and Demographic Profile 2001* is prepared for Placer County's Office of Economic Development by the Sacramento Regional Research Institute, a joint venture of California State University, Sacramento and Sacramento Area Commerce and Trade Organization.

TABLE OF CONTENTS

TABLE OF CONTENTS LIST OF FIGURES INTRODUCTION Location Map 1: Placer County: The Valley, The Gold & The High Country History DEMOGRAPHICS Population Age Composition Ethnicity Household Composition Income QUALITY OF LIFE Climate Ground Stability Sports and Recreation Community Activities 1 Culture and Entertainment Health Services BUSINESS VITALITY Market Potential Services Manufacturing Wholesale and Retail Trade Banking and Finance LABOR FORCE Labor Force Participation Employment Growth Employment Growth Employers Employers Employers Employers Employers Employers Employee Recruitment and Training Programs EDUCATION Primary and Secondary Education Higher Education Map 2: Universities and Colleges in the Immediate Sacramento Area Community Colleges Public Universities Private Schools. 3 Private Schools.		Page
LIST OF FIGURES INTRODUCTION Location Map 1: Placer County: The Valley, The Gold & The High Country History. DEMOGRAPHICS Population Age Composition Ethnicity Household Composition Income QUALITY OF LIFE Climate Ground Stability Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services BUSINESS VITALITY Market Potential Services Manufacturing Wholesale and Retail Trade Banking and Finance LABOR FORCE Labor Force Participation Employment Growth Employment Growth Employers Employee Recruitment and Training Programs EDUCATION Primary and Secondary Education Map 2: Universities and Colleges in the Immediate Sacramento Area Community Colleges Public Universities 3 Private Schools. 3 Private Schools.	FOREWORD	ii
INTRODUCTION Location Map 1: Placer County: The Valley, The Gold & The High Country History. DEMOGRAPHICS Population Age Composition Ethnicity Household Composition Income QUALITY OF LIFE Climate 1 Ground Stability Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth Sectors 2 Major Employers 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	TABLE OF CONTENTS	iii
Location Map 1: Placer County: The Valley, The Gold & The High Country History DEMOGRAPHICS Population Age Composition Ethnicity Household Composition Income QUALITY OF LIFE Climate Ground Stability Sports and Recreation Community Activities 1 Culture and Entertainment Health Services 1 BUSINESS VITALITY Market Potential Services Manufacturing Wholesale and Retail Trade Banking and Finance LABOR FORCE Labor Force Participation Employment Growth Sectors Wages Major Employers Employee Recruitment and Training Programs EDUCATION Primary and Secondary Education Higher Education Map 2: Universities and Colleges in the Immediate Sacramento Area Community Colleges Private Schools Private Schools 3 Private Schools	LIST OF FIGURES	\boldsymbol{V}
Map 1: Placer County: The Valley, The Gold & The High Country History. DEMOGRAPHICS	INTRODUCTION	1
History		1
DEMOGRAPHICS. Population	Map 1: Placer County: The Valley, The Gold & The High Country	1
Population Age Composition Ethnicity Household Composition Income Income QUALITY OF LIFE 1 Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sac	History	1
Age Composition Ethnicity Household Composition Income QUALITY OF LIFE 1 Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Univers	DEMOGRAPHICS	4
Age Composition Ethnicity Household Composition Income QUALITY OF LIFE 1 Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Univers	Population	4
Ethnicity Household Composition Income Income QUALITY OF LIFE 1 Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools	Age Composition	6
Income		7
QUALITY OF LIFE 1 Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	Household Composition	8
Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	Income	8
Climate 1 Ground Stability 1 Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	QUALITY OF LIFE	12
Ground Stability	·	12
Sports and Recreation 1 Community Activities 1 Culture and Entertainment 1 Health Services 1 BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		12
Community Activities1Culture and Entertainment1Health Services1BUSINESS VITALITY1Market Potential1Services2Manufacturing2Wholesale and Retail Trade2Banking and Finance2LABOR FORCE2Labor Force Participation2Employment Growth2Employment Growth Sectors2Wages2Major Employers3Employee Recruitment and Training Programs3EDUCATION3Primary and Secondary Education3Higher Education3Map 2: Universities and Colleges in the Immediate3Sacramento Area3Community Colleges3Public Universities3Private Schools3	· · · · · · · · · · · · · · · · · · ·	13
Culture and Entertainment	•	14
BUSINESS VITALITY 1 Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	· ·	17
Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	Health Services	18
Market Potential 1 Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	BUSINESS VITALITY	19
Services 2 Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		19
Manufacturing 2 Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate 3 Community Colleges 3 Public Universities 3 Private Schools 3		20
Wholesale and Retail Trade 2 Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		22
Banking and Finance 2 LABOR FORCE 2 Labor Force Participation 2 Employment Growth 2 Employment Growth Sectors 2 Wages 2 Major Employers 3 Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		23
Labor Force Participation2Employment Growth2Employment Growth Sectors2Wages2Major Employers3Employee Recruitment and Training Programs3EDUCATION3Primary and Secondary Education3Higher Education3Map 2: Universities and Colleges in the Immediate3Community Colleges3Public Universities3Private Schools3		25
Labor Force Participation2Employment Growth2Employment Growth Sectors2Wages2Major Employers3Employee Recruitment and Training Programs3EDUCATION3Primary and Secondary Education3Higher Education3Map 2: Universities and Colleges in the Immediate3Community Colleges3Public Universities3Private Schools3	I AROD FORCE	26
Employment Growth2Employment Growth Sectors2Wages2Major Employers3Employee Recruitment and Training Programs3EDUCATION3Primary and Secondary Education3Higher Education3Map 2: Universities and Colleges in the Immediate3Sacramento Area3Community Colleges3Public Universities3Private Schools3		26
Employment Growth Sectors		26
Wages2Major Employers3Employee Recruitment and Training Programs3EDUCATION3Primary and Secondary Education3Higher Education3Map 2: Universities and Colleges in the ImmediateSacramento Area3Community Colleges3Public Universities3Private Schools3		26
Major Employers	• •	29
Employee Recruitment and Training Programs 3 EDUCATION 3 Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	9	30
Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		31
Primary and Secondary Education 3 Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3	EDUCATION	99
Higher Education 3 Map 2: Universities and Colleges in the Immediate Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		33
Map 2: Universities and Colleges in the Immediate Sacramento Area	· · · · · · · · · · · · · · · · · · ·	33
Sacramento Area 3 Community Colleges 3 Public Universities 3 Private Schools 3		34
Community Colleges3Public Universities3Private Schools3		35
Public Universities		35
Private Schools	v e	36
		30 37
TECHNICAL ACHOOIS AND VOCAHOUAL FRAIMING	Technical Schools and Vocational Training	38

TABLE OF CONTENTS

	Page
REAL ESTATE	. 39
General Real Estate	
Land Cost and Availability	41
Office Space	
Industrial/Warehouse Space	
Retail Space	
Residential - Single Family Housing	
TRANSPORTATION	. 47
Highways	
Airports	
Port of Sacramento	
Railroads	
Trucking	
Public Transit	
RESOURCES AND UTILITIES	. 53
Utilities	
Natural Gas	
Water	
Solid Waste and Waste Water	
DIRECTORY	. 57

LIST OF FIGURES

Figure 1: Population and Percent Change
Figure 2: Population Growth
Figure 3: Population Change in Regions of Placer County
Figure 4: Median Age
Figure 5: Change in Median Age
Figure 6: Ethnicity
Figure 7: Household Population
Figure 8: Per Capita Income in Selected Cities
Figure 9: Per Capita Income in Placer and Other Greater
Sacramento Area Counties
Figure 10: Median Household Income in Selected Cities
Figure 11: Median Household Income in Placer and Other
Greater Sacramento Area Counties
Figure 12: Average Household Income
Figure 13: Temperature and Precipitation in Placer County
Figure 14: Areas of California Damaged by Earthquakes
Figure 15: Ski Resorts in Placer County
Figure 16: Largest Accommodations in Placer County
Figure 17: Employment Structure in Placer County
Figure 18: Employment Growth Sectors in Placer County
Figure 19: Components of Service Employment in Placer County
Figure 20: Employment Growth in Components of the Service
Sector in Placer County
Figure 21: Manufacturing Employment Growth in Placer County
Figure 22: Components of Manufacturing Employment
in Placer County
Figure 23: Taxable Sales
Figure 24: Composition of Retail Sales in Placer County
Figure 25: Locally Based Banking & Savings Institutions
Figure 26: Market Share: Top Ten Banking & Savings
Institutions in Placer County
Figure 27: Labor Force Participation
Figure 28: Labor Force and Employment
Figure 29: Employment by Industry in Placer County
Figure 30: Private Sector Wages
Figure 31A: Largest Private Sector Employers in Placer County
Figure 32: Number of Establishments by Industry in Placer County
Figure 33: Company Facilities Expanded or Relocated
to Placer County
Figure 34: Public School Enrollment Grade K through 12
Figure 35: Average Verbal and Math Scholastic Assessment
Test (SAT) Scores for Public School Students
Figure 36: Comparison of Current Lease Rates
Figure 37: Non-Residential & Residential Construction Valuation
Figure 38: Non-Residential & Residential Construction Valuation
Chart for Placer County
Figure 39: Land Costs in Placer County
Figure 40: Office Space Construction in Placer County
Figure 41: Office Space Absorption in Placer County
Figure 42: Historical Office Lease Rates in Placer County

v

LIST OF FIGURES

	Page
Figure 43: Industrial Space Absorption in Placer County	44
Figure 44: Industrial Space Absorption in Placer County	44
Figure 45: Retail Lease Rates, Vacancy and Absorption	
In Placer County	45
Figure 46: Comparative Median Housing Prices	46
Figure 47: Change in Single Family Median Housing Price	46
Figure 48: Airport Traffic	47
Figure 49: Sacramento International Airport Flights	49
Figure 50: Port of Sacramento Historical Tonnage	50
Figure 51: Port of Sacramento Change in Tonnage	51
Figure 52: Commercial/Industrial Natural Gas Rates	54
Figure 53: Commercial/Industrial Water Usage Costs	
for Selected Areas	55

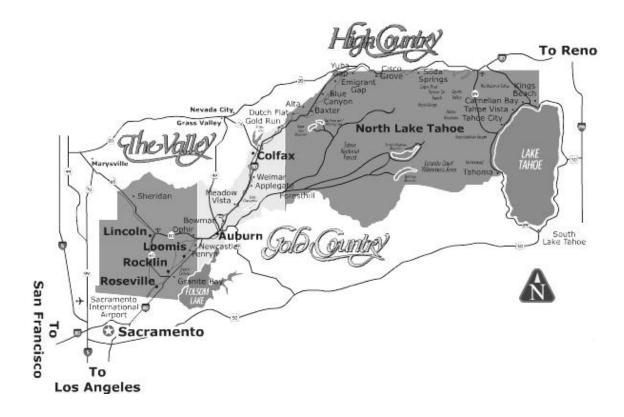
INTRODUCTION

This section includes a description of location, a map of Placer County and its three distinct regions (The Valley, The Gold Country and The High Country) and a brief history of Placer County.

LOCATION

Placer County is located 80 miles northeast of San Francisco. The City of Auburn, the government center of Placer County, is located 120 miles southwest of Reno. The county encompasses 1,506 square miles (including 82 square miles of water) or 964,140 acres (including 52,780 acres of water). Placer County is bounded by Nevada County to the north, the State of Nevada to the east, El Dorado and Sacramento counties to the south, and Sutter and Yuba counties to the west.

MAP 1 PLACER COUNTY – THE VALLEY, THE GOLD COUNTRY AND THE HIGH COUNTRY



HISTORY

Placer County's history is steeped in richness and adventure. The County took its name from the Spanish word for sand or gravel deposits that contain gold¹. In search of a new life across the

¹ Placer: alluvial, marine, or glacial deposit containing valuable materials, especially gold. *Webster's Ninth New Collegiate Dictionary*.

INTRODUCTION

Sierra Nevada Mountains, the ill-fated Donner Party spent the winter of 1846 trapped by heavy snows on the banks of Alder Creek. This tragic site, where only 45 of the original 89 member party survived, became known as the Donner State Historic Park site and is located on the east side of Donner Lake.

Gold was discovered on the American River in 1848 by James W. Marshall at Sutter's Mill in Coloma. One of the first parties to capitalize on Marshall's success was organized by Claude Chana. With three fellow Frenchmen, 25 Native Americans and 35 horses, the Chana party started across the foothills for Sutter's Mill. On the first night of their journey, the party camped by a stream at the Auburn Ravine. Chana panned three large nuggets from the Ravine, enough to establish a new mining site. On May 16, 1848, the town of Auburn was founded. In 1851, the County of Placer was formed, and Auburn was designated as the county seat.

In 1864, a Central Pacific track-laying crew, building the western half of the nation's first transcontinental railroad, crossed a small rail line linking the towns of Lincoln and Folsom. The crew named the area Junction. Forty years later, Junction became Roseville, a popular trading center for local farmers. In 1906, the Southern Pacific Railroad wishing to expand, moved its facilities to Roseville, establishing the City as a major railroad center.

Part of Placer County's history is tied to the abundance of agricultural products harvested from the county's fields and orchards. In 1913, the largest ice manufacturing plant in the world was built in Roseville, supplying ice to the railroad to refrigerate fruits and vegetables being shipped to other parts of the country. The SureWest Communications and Wireless (formerly the Roseville Telephone Company), established in 1914, is one of the largest independently owned telephone companies in the country today.

After the First World War, Placer County continued to grow. By 1929, the railroad employed 1,225 people at the Roseville facility. As the effects of the Great Depression became severe, much of Placer County's unemployed population built storm sewers, paved streets and poured sidewalks in Roseville under the federal Works Progress Administration (W.P.A.). The rail yards in Roseville prospered again during World War II and the post-war building boom that followed. Between 1948 and 1950, the Washington Street underpass was built to carry traffic under Vernon Street and the Southern Pacific railroad tracks. Upgrades to the city-owned electric system and construction of a new city hospital were also accomplished during this time.

During the 50s, the highway that was to become Interstate 80 linked Roseville, Rocklin, Loomis, and Auburn to points West and East. The completion of Folsom Dam provided the region with dependable domestic water and the benefits of a recreational facility for swimming, picnicking and boating.

The Valley Cities

Roseville, once a small agricultural center, became a major railroad center and grew to the county's most populous city after Southern Pacific Railroad moved its railroad switching yards there in 1908. Rocklin began as a railroad town and became home to a number of granite quarries.

Loomis and Newcastle began as mining towns, but soon became centers of a booming fruit-growing industry, supporting many local packing houses. Penryn was founded by a Welsh miner Griffith, who turned from mining to establish a large granite quarry.

INTRODUCTION

Lincoln and Sheridan continue to support ranching and farming. Lincoln is also the home of one of the county's ddest businesses, the Gladding McBean terra cotta clay manufacturing plant established in 1875. Lincoln is presently the third fastest growing town in Placer County, after Rocklin and Roseville.

The Gold Country and High Country Cities

Auburn (The Gold Country) was settled when Claude Chana discovered gold in Auburn Ravine in 1848 and later became a shipping and supply center for the surrounding gold camps. Colfax (The Gold Country) was established as railroad construction camp in 1865. The following year gold was discovered.

Foresthill (The Gold Country) and South Lake Tahoe (The High Country) were gold and silver mining towns for many years, but gradually the timber industry grew, and was until recently, the major employer. Recreation has recently become the major industry in this area of sparkling reservoirs, pristine trails and ample camping facilities.

Recent History

Placer County's strong growth and development in more recent times can in large numbers be attributed to the relocation of the Hewlett-Packard from the San Francisco Bay Area to Roseville in the beginning of 1980's. The interest shown by new, expanding and relocating companies to Placer County developed into a demand for substantial expansion of the available non-residential and residential space. The resulting expansion initiated a pattern for growth and development still being experienced in Placer County.

This section covers population, age, ethnicity, household and income information on Placer County.

POPULATION

Placer County has a 2000 population of 248,399, an increase of approximately 44 percent over the 1990 population. The rate of growth in Placer County continues to exceed that of the Greater Sacramento Area. Looking to the future, the rate of growth in Placer County is expected to increase by almost 37 percent between 2000 and 2010.

Figure 1 contains the 1990, 1995 - 2000 actual population and 2010 projected population for Placer County, selected cities in the county and unincorporated area of the county.

FIGURE 1
POPULATION AND PERCENT CHANGE

Community	1990 (Actual)	1995 (Actual)	1996 (Actual)	1997 (Actual)	1998 (Actual)	1999 (Actual)	2000 (Actual)	2010 (Projected)	Percent Change 1990-2000
Greater Sacramento Area	1,603,745	1,793,000	1,816,800	1,846,400	1,883,400	1,928,900	1,936,006	2,413,800	20.7%
Placer County	172,796	213,400	220,300	228,000	235,400	245,500	248,399	339,300	43.8%
Cities in Placer County									
Auburn	10,653	11,150	11,450	11,550	11,650	11,700	12,462	14,090	17.0%
Colfax	1,306	1,430	1,450	1,470	1,480	1,510	1,496	2,065	14.5%
Lincoln	7,248	7,800	7,975	8,200	8,300	8,825	11,205	38,350	54.6%
Loomis	5,705	5,950	6,025	6,050	6,075	6,050	6,260	8,400	9.7%
Rocklin	19,033	25,850	26,950	28,000	29,450	31,950	36,330	50,700	90.9%
Roseville	44,685	56,500	59,800	63,500	67,300	72,100	79,921	109,160	78.9%
Unincorporated Country	84,393	90,900	92,600	93,600	95,000	95,400	101,500	114,040	20.3%

Prepared by Sacramento Regional Research Institute

Source: U.S. Census Bureau 2000, Department of Finance, Population Estimates for California Cities and Counties, January 1, 2001, Report E-1, Historical City/County Population Estimates, 1991-2000, with 1990 Census Counts, Report E-4

Figure 2 shows the population growth for Placer County, the three fastest growing cities in the county and the Greater Sacramento Area. Between 1990 and 2000, Placer County grew by approximately 44 percent.

Rocklin continues to be the fastest growing city in Placer County. Between 1990 and 2000, Rocklin's population increased by approximately 91 percent. Roseville is the second fastest growing city, with approximately 79 percent growth over 1990 population. The city with the third fastest growth is Lincoln with approximately 55 percent growth between 1990 and 2000. The population of this city is projected to increase from 11,205 in 2000 to 38,350 in 2010, or by 240 percent.

FIGURE 2 POPULATION GROWTH

1990-2000 (INCLUDES CITIES WITH LARGEST GROWTH)

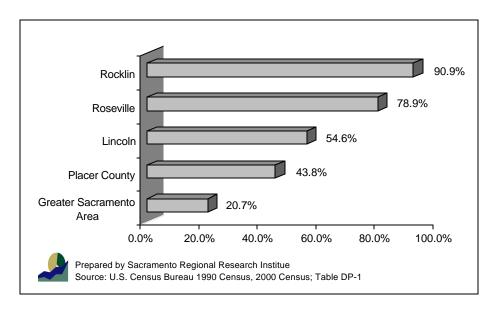


Figure 3 shows the population change in regions of Placer County. The Valley region of Placer County gained approximately 61 percent of the population between 1990 and 2000, the Gold Country 10 percent and the High Country 6 percent.

FIGURE 3
POPULATION CHANGE IN AREAS OF PLACER COUNTY

Community	1990	2000	Percent Change 1990-2000
The Valley (1)	90,576	145,591	60.7%
Gold Country (2)	36,989	40,609	9.8%
High Country (3)	14,362	15,275	6.4%

Prepared by Sacramento Regional Research Institute

Notes: (1) Includes Roseville, Rocklin, Lincoln, Granite Bay, Sheridan

(2) Includes Auburn, Colfax, Foresthill

(3) Includes Kings Beach, Tahoe City, Soda Springs, Blue Canyon

Source: Sacramento Area Council of Governments, Population Estimates and Housing Unit Inventory

AGE COMPOSITION

Figure 4 shows that the 2000 median age for Placer County is higher than the region and state, 38.0 versus 34.4 and 33.3, respectively. Higher median age in Placer County suggests a greater proportion of established professional households with high tech jobs in The Valley and retirees, attracted to Placer County by the benefits of living in the less urbanized Gold and High Countries.

FIGURE 4 MEDIAN AGE 2000

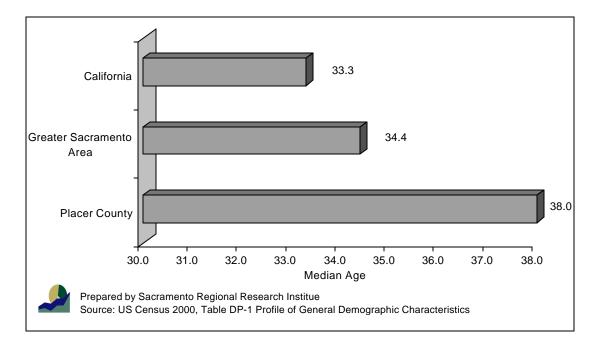


Figure 5 shows the change in median age between 1990 and the year 2000. The data shows that the Placer County median age increased more than the median age of the region or the state. The increase is consistent with the anticipated migration of established professional households and retirees into the county.

FIGURE 5 CHANGE IN MEDIAN AGE 1990-2000

Jurisdiction	1990	2000	Percent Change
Placer County	35.0	38.0	8.6%
Greater Sacramento Area	32.1	34.4	7.2%
California	31.4	33.3	6.1%

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Source: US Census Bureau, 1990 Census, 2000 Census;

Table DP-1 Profile of General Demographic Characteristics

ETHNICITY

Figure 6 shows the 1990 and 2000 population by ethnic background of the residents of Placer County and compares the racial and ethnic profile of the county's residents with that of the Greater Sacramento Area and the state. The data shows that the 2000 population in Placer County is 83 percent white, which is a significantly higher proportion of white population than in the Greater Sacramento Area (66 percent) and the state (47 percent). The second largest ethnic group in Placer County is Hispanic, representing approximately 10 percent of the total population, which is significantly less than that of the Greater Sacramento Area (16 percent) and far below that of the state (32 percent).

The figure also shows that the change in ethnic composition of population between 1990 and 2000 in Placer County was significantly smaller that the change in ethnic composition of the Greater Sacramento Area and the state.

FIGURE 6 ETHNICITY

Ethnicity	1990	Percent Of Total	2000	Percent Of Total
Placer County				
White	152,601	88.3	207,236	83.4
Black	987	0.6	1,896	0.8
Hispanic	13,871	8.0	24,019	9.7
American Indian, Asian, Pacific				
Islanders, Eskimo & Other	5,337	3.1	9,495	3.8
Greater Sacramento Area				
White	1,145,200	73.2	1,231,410	66.0
Black	102,950	6.6	127,060	6.8
Hispanic	184,900	11.8	306,160	16.4
American Indian, Asian, Pacific				
Islanders, Eskimo & Other	131,800	8.4	200,729	10.8
California				
White	17,132,000	57.3	15,816,790	46.7
Black	2,116,000	7.1	2,181,926	6.4
Hispanic	7,740,000	25.9	10,966,556	32.4
American Indian, Asian, Pacific				
Islanders, Eskimo & Other	2,921,000	9.8	4,003,261	11.8

Prepared by Sacramento Regional Research Institute

Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable (e.g. for 1990 Census, Asians are accounted for as Other category, the definition of Hispanic has changed, etc.).

Source: US Census Bureau, Census 2000 PL 94-171; Table 2 Population by Race/Ethnicity

HOUSEHOLD COMPOSITION

Figure 7 shows that between 1990 and 2000, in Placer County, there was a 44 percent increase in household population, 46 percent increase in occupied housing units and a small decrease in persons per households. These changes are much larger than the changes in household population and occupied housing units in the Greater Sacramento Area and the San Francisco Bay area in the same time period. San Francisco Bay Area did experience a more significant change in persons per households: an increase from 2.61 in 1990 to 2.69 in 2000.

FIGURE 7 HOUSEHOLD POPULATION

Entity	1990 (Actual)	2000 (Actual)	Percent Change 1990 - 2000	2010 (Projected)
Placer County				
Household Population	170,452	245,511	44.0%	333,647
Occupied Housing Units	64,101	93,382	45.7%	124,032
Persons Per Household	2.66	2.63	-1.1%	2.69
Greater Sacramento Area				
Household Population	1,628,461	1,896,339	16.4%	2,292,462
Occupied Housing Units	599,362	712,886	18.9%	882,542
Persons Per Household	2.69	2.73	1.5%	2.60
San Francisco Bay Area				
Household Population	6,023,577	6,633,591	10.1%	7,631,400
Occupied Housing Units	2,307,884	2,466,019	6.9%	2,715,801
Persons Per Household	2.61	2.69	3.1%	2.81

Prepared by Sacramento Regional Research Institute

Source: Sacramento Area Council of Governments, Sacog Projections,

March 2001; Association of Bay Area Governments, ABAG Projections 2000.

INCOME

Figure 8 contains per capita income in selected cities in Placer County in 1990 and 2001. The largest increase in per capita income was in the Valley cities. Figure 9 compares per capita income of Placer County and that of the other counties in the Greater Sacramento Area. Placer County experienced by far the largest increase in per capita income between 1990 and 2001 (approximately 72 percent).

Figure 10 contains the 1990 and 2001 median household income for the incorporated cities located in the county. The largest increase in median household income was in Rocklin, followed by Roseville and then Loomis. The smallest change in median household income in the same time period was in Colfax. Figure 11 shows that Placer County experienced the largest increase in median household income between 1990 and 2001 (56 percent) compared to the other counties in the Greater Sacramento Area.

FIGURE 8
PER CAPITA INCOME IN SELECTED CITIES

Jurisdiction	1990	2001	Percent Change 1990-2001
Gold Country			
Auburn	\$18,111	\$27,800	53.5%
Colfax	\$12,615	\$16,592	31.5%
The Valley			
Lincoln	\$11,702	\$19,324	65.1%
Loomis	\$14,413	\$26,921	86.8%
Rocklin	\$17,729	\$29,278	65.1%
Roseville	\$17,430	\$31,049	78.1%
High Country			
Tahoe City	\$12,580	\$17,884	42.2%

Prepared by Sacramento Regional Research Institute Source: 1990 Census; Claritas Inc., 2001 Estimates

FIGURE 9
PER CAPITA INCOME IN PLACER AND OTHER GREATER
SACRAMENTO AREA COUNTIES

Jurisdiction	1990	2001	Percent Change 1990-2001
Placer County	\$17,311	\$29,691	71.5%
Other Counties in the Greater Sacr	ramento Area		
El Dorado County	\$15,703	\$23,873	52.0%
Sacramento County	\$15,265	\$22,870	49.8%
Sutter County	\$12,763	\$17,846	39.8%
Yolo County	\$13,861	\$21,890	57.9%
Yuba County	\$9,874	\$12,627	27.9%

Prepared by Sacramento Regional Research Institute Source: 1990 Census; Claritas Inc., 2001 Estimates

FIGURE 10 MEDIAN HOUSEHOLD INCOME IN SELECTED CITIES

Jurisdiction	1990	2001	Percent Change 1990-2001
Gold Country			
Auburn	\$32,708	\$44,359	35.6%
Colfax	\$22,604	\$26,856	18.8%
The Valley			
Lincoln	\$29,517	\$43,398	47.0%
Loomis	\$38,042	\$60,355	58.7%
Rocklin	\$40,417	\$67,210	66.3%
Roseville	\$39,975	\$64,244	60.7%
High Country			
Tahoe City	\$25,596	\$35,195	37.5%

Prepared by Sacramento Regional Research Institute Source: 1990 Census; Claritas Inc., 2001 Estimates

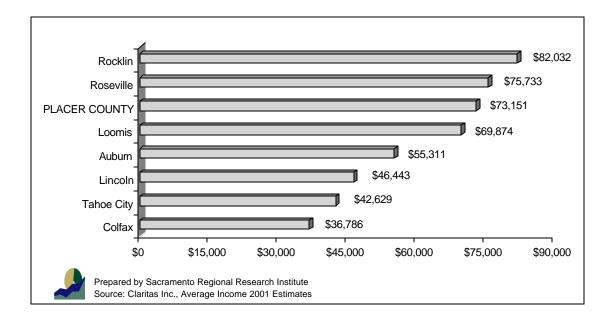
FIGURE 11 MEDIAN HOUSEHOLD INCOME IN PLACER AND OTHER GREATER SACRAMENTO AREA COUNTIES

Jurisdiction	1990	2001	Percent Change 1990-2001
Placer County	\$37,601	\$58,573	55.8%
Other Counties in the Greater Sacra	mento Area		
El Dorado County	\$35,058	\$49,010	39.8%
Sacramento County	\$32,297	\$46,230	43.1%
Sutter County	\$27,096	\$33,868	25.0%
Yolo County	\$28,866	\$43,230	49.8%
Yuba County	\$21,523	\$26,571	23.5%

Prepared by Sacramento Regional Research Institute Source: 1990 Census; Claritas Inc., 2001 Estimates

Figure 12 shows the average household income in 2001 in Placer County and selected cities in the county. Rocklin has the highest average household income (approximately \$82,000) and Colfax the lowest (approximately \$36,800). The average household income in 2001 in Placer County is approximately \$73,200.

FIGURE 12 AVERAGE HOUSEHOLD INCOME 2001



Placer County's climate, geography and historical richness contribute to its high quality of life. The geography of the county encompasses the grasslands of the Gold Country, the snow-capped Sierra Nevada mountain range, and numerous rivers, lakes, state and national parks, and many ski resorts. The solitude of country living and the magnificent mountains provides a perfect retreat from urban life. For those wishing a respite from urban life, Placer County offers hiking, biking, camping, snow skiing, snow boarding, horseback riding, fishing, water sports, ice-skating, and hunting. For the more cosmopolitan resident, Placer County also offers superb shopping, education, and cultural opportunities.

This section covers climate, ground stability, sports and recreation, community activities, local services, culture and entertainment and health services.

CLIMATE

Moderate, dry days and cool nights characterize the summer months in Placer County. The temperature during the summer varies between the Valley and High Country areas. Typically, the Valley reaches higher temperatures, while mountain temperatures are lower. The rainy season in Placer County occurs between November and April, but excessive rainfall and damaging windstorms are rare. The Sierra Nevada snowfields are a major source of water during the dry summer months. Figure 13 shows average temperatures and precipitation for the selected areas in Placer County.

FIGURE 13
TEMPERATURE AND PRECIPITATION IN PLACER COUNTY
PERIOD OF RECORD 1914 - 2000

Area	Average	Maximum	Minimum	Average Annual Precipitation
Auburn	60.3	72.3	48.1	34.63
Colfax	58.8	71.0	46.4	48.23
Tahoe City	43.3	56.0	30.5	31.89
Blue Canyon	50.5	58.5	42.5	68.21

Prepared by Sacramento Regional Research Institute

Source: Western Region Climate Center

GROUND STABILITY

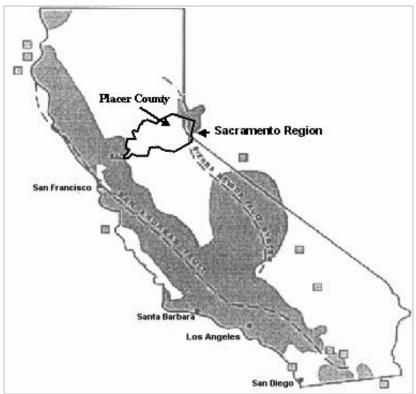
The Greater Sacramento Area is noted for its ground stability. Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Areas, the Greater Sacramento Area ranks among the lowest in the state for the probability of a major earthquake.

Placer County and the Greater Sacramento Area are expected to experience minimal shaking. For example, the 1989 Loma Prieta Earthquake devastated parts of the San Francisco Bay Area, but left the Greater Sacramento Area unaffected. Ground stability is an important factor in the relocation of firms such as Hewlett-Packard, NEC and Oracle Corporation, because a high degree

of precision is necessary for computer development and manufacture. These companies considered Placer County highly desirable because of its lower potential for earthquake damage.

Figure 14 shows the areas of the state damaged by earthquakes between 1800 and 1984. As illustrated, Placer County suffered no significant earthquake damage during that period. Furthermore, there are no recently active volcanos in the region.

FIGURE 14
AREAS OF CALIFORNIA DAMAGED BY EARTHQUAKES



Areas of California Damaged by Earthquakes, 1800-1984 Prepared by Sacramento Regional Research Institute Source: California Geology, February 1986

SPORTS AND RECREATION

The Valley

The Valley Area of the Placer County represents rich agricultural lands, recreational amenities, and cultural activities. Folsom Lake and recreation area, one of the largest in California, offers opportunities for recreational activities such as boating, water skiing, fishing, horseback riding, and camping.

The Gold Country

Well-stocked lakes with tree-lined shores characterize the world-famous Gold Country. The search for gold brought many young men and women to the hills of Placer County. Hiking along

old wagon trails through the Tahoe National Forest is a hike through the area's history. Off the beaten path, adventure seekers can experience gold panning, nature photography, or river rafting.

The High Country

Those seeking adventure or rest and relaxation can enjoy the splendor of the High Country. Abundant opportunities for hiking, camping, mountain bicycling, and horseback riding are available during the summer and fall. Snowmobiling, ice-skating, downhill and cross-country skiing, and sledding are popular in the winter and spring.

Figure 15 contains a listing of the recreational opportunities, including the amenities of ski resorts located in Placer County. The figure contains information on summer and winter activities, as well as enhancements such as childcare, ski schools, espresso shops, and accommodations.

The Squaw Valley Ski Corporation and Intrawest, a Canadian real estate development company, began the construction of a pedestrian village at the base of Squaw Valley USA in June 2000. The village is scheduled to be completed sometime in 2006 or 2007. It will consist of approximately 600 mountain homes and more than 80 boutique shops, restaurants and galleries. The first phase is scheduled for completion in February 2002. Sugar Bowl recently completed a \$24 million overhaul, including a new lift, day lodge and a parking lot that reopened for the 2001/02 season.

COMMUNITY ACTIVITIES

Community activities and events in Placer County are scheduled year-round. In January, the County begins the year's activities with the Gem Faire in Roseville, the Snowboard Races at Northstar-at-Tahoe, and the Sled Dog Races to Foresthill. February brings the Model Train Show to Roseville and Auburn hosts the Chinese New Year Parade and the Foothill Quilters Guild Show. Snowfest, one of the biggest events of the year, is held at North Lake Tahoe in February and March. Also in March, a St. Patrick's Day Celebration is held in Auburn, and the Tahoe International Film Festival in Squaw Valley USA.

Spring ushers in a variety of events. In April, Lincoln hosts the Twelve Bridges Golf Club, designated as the home of the LPGA Golf Classic, and the Longs Drugs Challenge. During this month, Auburn is the site of a Wild West Stampede and a Kids Fishing Derby. April is also the time for the American River Equestrian Endurance Ride, held at Folsom Lake State Recreation Area and the Rocklin Preview and Business Fair, held at the Rocklin Community Center. Earth Day, Placer County's celebration of nature, is held at Maidu Park in the City of Roseville.

During May, Auburn hosts Gold Rush Days, the Antiques and Collectibles Street Fair and the Home and Garden Show. The Spring Festival and Record Run are hosted by Colfax. Also during this month, the popular Feats of Clay and Clayfest is held at the Gladding McBean Pottery Company in Lincoln.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista. The Bass Fishing Tournament is held at Folsom Lake and Recreation Area. Auburn hosts the Gold'n Fiddle Festival; and Roseville hosts the Summerfest, Microbrew Tasting event.

FIGURE 15 SKI RESORTS IN PLACER COUNTY

Resort	Year Established	Accommod- ations for Visitors (1)	Facilities and Ski Rental/ Repair	Amenities Number of Restaurants	Number of Shops	Child Care
Squaw Valley USA	1949	2,500	Yes	14	8	Yes
Alpine Meadows	1961	None	Yes	4	1	No
Northstar-at-Tahoe	1972	5,500	Yes	6	4	Yes
Sugar Bowl	1939	100	Yes	3	2	Yes
Ski Homewood	1960	None	Yes	3	1	No
Boreal Ski Area	1964	100	Yes	1	1	Yes
Soda Springs	1935	None	Yes	1	1	No
Royal Gorge Cross						
Country Ski Area	1971	140	Yes/ No	4	1	No
The Resort at Squaw Creek	1992	402	Yes	5	7	Yes

⁽¹⁾ All ski resorts have accommodations nearby.

	Winter Sports						
Resort	Number of Ski Lifts	Number of Ski School Staff	Miles of Cross Country Trails	Miles of Snowmobile Trails	Ice Skating Rink	Snow Boarding	Other
Squaw Valley USA	30	200	11	None	Yes	Yes	(1)
Alpine Meadows	13	100	None	None	No	Yes	(2)
Northstar-at-Tahoe	15	180	40	Yes	None	Yes	(3)
Sugar Bowl	13	60	None	None	No	Yes	
Ski Homewood	8	30	None	None	No	Yes	(4)
Boreal Ski Area	8	100	10	None	No	Yes	
Soda Springs	4	30	None	None	No	Yes	(5)
Royal Gorge Cross							
Country Ski Area	4	50	200	None	No	No	(6)
The Resort at Squaw Creek	29	N/A	11	None	Yes	Yes	(7)
Royal Gorge Cross Country Ski Area	4	50	200	None	No		No

Footnotes:

- (1) Snowshoeing, snow tubing, snow touring
- (2) Snowshoeing
- (3) Snow tubing, snowshoeing, dog sleighs
- (4) Training Parks
- (5) Snow tubing
- (6) Snowshoeing
- (7) Snowshoeing

FIGURE 15 SKI RESORTS IN PLACER COUNTY (Cont.)

	Summer Sports			
Resort	Lifts Operating	Miles of Mountain Bike Trails	Number of Swimming Pools	Other
Squaw Valley USA	1	25+	1	(1)
Alpine Meadows	13	None	None	
Northstar-at-Tahoe	2	100	2	(2)
Sugar Bowl	None	None	None	
Ski Homewood	1	None	None	(3)
Boreal Ski Area	None	None	None	
Soda Springs	None	None	None	
Royal Gorge Cross				
Country Ski Area	None	None	None	
The Resort at Squaw Creek	29	None	3	(4)

Footnotes:

- (1) Bunjee Jumping
- (2) Adventure Park with Climbing Wall, Ropes Course; Horseback Riding
- (3) Paintball
- (4) Water Garden with Indoor and Outdoor pool, Jacuzzi

Prepared by Sacramento Regional Research Institute

Note: Alpine Meadows and Sugar Bowl could not be reached, 1998 data has been used.

Source: Above listed Resorts. Current as of August, 2001

During the month of June, the Western States 100 Mile Endurance Run is routed through Squaw Valley, Foresthill, and Auburn. Other summer activities include Fourth of July Celebrations held throughout Placer County. Locations for these celebrations include the Placer County Fair Grounds in Roseville, Foresthill, McBean Park, and in downtown Lincoln, and Colfax. Rocklin hosts the Jubilee, and the Placer County Fairgrounds is also the site of the Placer County Fair.

The Truckee Air Show is held at the Truckee-Tahoe Airport during July. The Tevis Cup 100 Mile Horse Race, a grueling course that stretches between Tahoe and Auburn is run during this month. August showcases many events, including the Lake Tahoe Summer Music Festival and the Concours d' Elegance Boat Show at North Lake Tahoe, and the Pinecone Festival in Meadow Vista.

Harvest festivals are the major events of the fall. During September, Auburn hosts two events, the Gold Country Fair and the Black and White Ball. Colfax hosts the Founders Day Celebration and Roseville is home of the Splash. Loomis is home of the Eggplant Festival. During October, North Lake Tahoe and Lincoln host Oktoberfests and Rocklin hosts a Harvest Craft Faire. An Air Faire Fly In and an Antiques and Collectibles Street Fair are held in Auburn during this month, as is the Del Oro Band Spectacular in Loomis. The AgroArt Festival is hosted by Penryn. Rocklin ends the month with a Haunted Theatre.

November is the time of year when some of the most festive celebrations are held in Placer County. North Lake Tahoe hosts the Autumn Food and Wine Jubilee. Other events include an Art Tour in Auburn, an International Rail Fair in Roseville, a Mountain Mandarin Festival in Auburn, and a Santa's Sing-A-Long in Rocklin. The month's activities conclude with a Christmas Craft Fair in Auburn and the Roseville Christmas Tree Lighting.

December rounds out the year's activities and celebrations associated with the holiday season. North Lake Tahoe hosts the Alpenlight Festival, the Christmas Eve Torchlight Parade, and the New Year's Eve Fireworks Festivities. During this month, Auburn hosts the Festival of Lights Parade and the Old Town Country Christmas. A Christmas Craft Fair is held in Loomis while the Tiny Tim Faire is hosted by Colfax.

LOCAL SERVICES

Placer County offers lodgings, conference and banquet facilities as well as accommodations for smaller groups. Figure 16 lists the largest facilities.

FIGURE 16 LARGEST ACCOMODATIONS IN PLACER COUNTY

Rank by No. of Rooms	Name/ City	No. of Rooms/ No. of Suites	No. of Meeting Rooms	Maximum Banquet Capacity
1	Depart at Cauchy Creek Sayon Valley	402/183	27	644
-	Resort at Squaw Creek, Squaw Valley			•
2	Northstar-at-Tahoe (1)	283/15	9	200
3	Oxford Suites, Roseville	0/183	2	80
4	First Choice Inn, Rocklin	124/15	3	140
5	Hilton Garden Inn, Roseville	131/0	2	60
6	Best Western Roseville Inn, Roseville	126/0	2	30
7	Heritage Inn, Roseville	101/0	2	125
8	Holiday Inn, Auburn	96/6	4	125
9	Marriott Residence Inn, Roseville	90/3	1	45
10	Best Inn & Suites, Auburn	79/4	1	75

Prepared by Sacramento Regional Research Institute

Note (1): Northstar-at-Tahoe number of rooms includes individually owned lodging units available within a 2,500 acre village. Includes lodge rooms, condos and homes.

Source: Above listed Hotels. Current as of August, 2001

CULTURE AND ENTERTAINMENT

The history and culture of Placer County comes alive in its many museums and theaters. The Placer County Museum, located inside the historic Placer County Courthouse, displays an overview of the history of Placer County life. Native American habitat, a holographic image of an early miner and a video presentation of the history of the transcontinental highway are a few of the highlights of the museum.

One of the oldest wooden structures in Placer County is the Bernhard Residence, built in 1851 as the Traveler's Rest Hotel. The Bernhard Museum Complex depicts the typical life of a 19th century farm family.

The Griffith Quarry Museum, originally the Office of the Penryn Granite Works, houses exhibits on the Griffith family, the granite industry, and the Penryn-Loomis Basin region. Exhibits on geology, prehistory, the Gold Rush, transportation, early business, recreation, and early firefighting are on display at the Forest Hill Divide Museum. Exhibits exploring Placer County's rich heritage include the boom days of hydraulic mining, the rise of the county's timber industry, and the birth of the transcontinental railroad. The growth of the region can be experienced at the Golden Drift Museum in Dutch Flat.

Entertainment in Placer County includes concerts at both the Gold Country and Placer County Fairgrounds, the Lake Tahoe Outdoor Summer Music Festival, the Gold'n Fiddle Festival, Roseville's Music in the Park, the Library Garden series in Auburn, and the Black and White Ball in Auburn.

HEALTH SERVICES

Placer County is served by three area hospitals. High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors.

Kaiser Permanente opened a 116-bed hospital in October of 1998, located on Eureka Road, adjacent to the medical offices. In addition to the hospital, comprehensive outpatient primary and specialty care services are offered, as well as education, pharmacy, laboratory, radiology, optical, EKG, and physical therapy services at three sites in Roseville. Over 130 physicians and 640 employees provide care to over 142,600 Kaiser Permanente members in the area.

Sutter Roseville Medical Center is a 315,000 square-foot, \$108 million hospital set on a 57-acre campus that provides the residents of southern Placer and northeastern Sacramento counties with comprehensive community health care. In addition to providing complete inpatient, outpatient, medical and surgical services on its new campus, Sutter Roseville operates the only Trauma Center between Sacramento and Reno and a 24-hour Emergency Department. It also provides critical care services, cancer treatment, cardiology services, a modern Family Birth Center, and a 15-bed skilled nursing facility. The hospital has 168 licensed beds and more than 400 staff physicians. It is located at East Roseville Parkway adjacent to Interstate 80.

Sutter Auburn Faith Hospital is located off Highway 49 in Auburn. The services offered at this facility include obstetrics, hospice, acute rehabilitation, outpatient cardiac rehabilitation, occupational therapy, and a home health services operated by the Sutter Visiting Nurses Association. There is also a 24-hour Emergency Department, complete inpatient/outpatient medical and surgical services and critical care services. Sutter Auburn Faith provides comprehensive health care to residents in the Gold and High Country areas. The hospital has 108 licensed beds and more than 90 active staff physicians.

The Tahoe Forest Hospital in Nevada County is a 72-bed hospital providing the North Lake Tahoe region with 24-hour emergency, inpatient, outpatient, and in-home care services. Tahoe Forest was established as a hospital district in 1949. The district is over 500 square miles and serves 30,000 people in the area, and receives over one million visitors annually. The hospital's main campus is located in Truckee. Tahoe Forest Hospital operates a 24-hour acute care hospital and emergency room at the Incline Village Health Center in Incline Village, Nevada.

The economy of Placer County encourages a range of profitable investment opportunities. Comparatively inexpensive business costs, plentiful skilled labor, abundant resources, and excellent transportation facilities create an outstanding commercial climate.

This section covers the market potential of the Greater Sacramento Area, as well as the major influences and contributors to the region's economy.

MARKET POTENTIAL

The economy of Placer County provides a desirable mix of jobs for those migrating to the area. Placer County's diverse economy and geography encompasses North Lake Tahoe, where tourism is the primary economic activity, and South Placer in the Sacramento metropolitan area, where high technology sectors are the leading employers. Employment continues to increase in both of these sectors. Electronics, led by Hewlett-Packard and NEC, employs over 8,000 workers, while employment in Squaw Valley, Northstar, and Alpine Meadows grows to meet the demand of visitors who enjoy year-round activities.

Figure 17 shows that trade and service sectors in Placer County provide over 50 percent of the jobs, and government and manufacturing another 28 percent. Other significant contributors to the economic diversity of the area include construction, finance, insurance, real estate, and transportation and public utilities.

FIGURE 17 EMPLOYMENT STRUCTURE IN PLACER COUNTY 2000

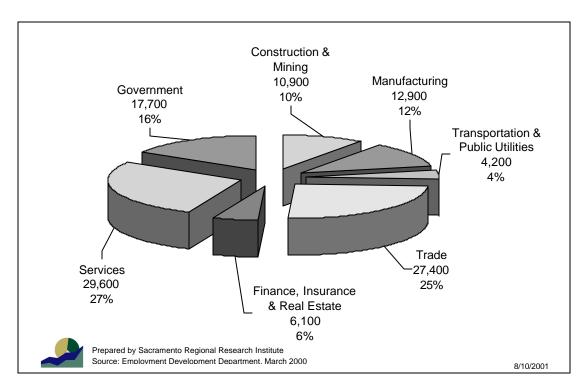
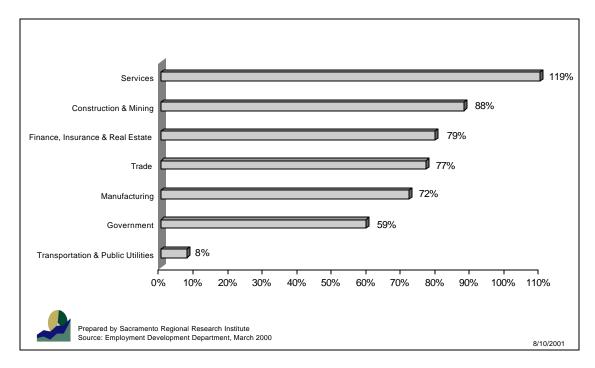


Figure 18 shows that the services sector, followed by construction, finance, insurance & real estate, trade, and manufacturing sectors experienced the highest growth since 1990.

FIGURE 18
EMPLOYMENT GROWTH SECTORS IN PLACER COUNTY
1990-2000



SERVICES

The service sector is the largest contributor to the rapid growth of the economy in Placer County. One of the largest employment sectors (trade is the other), it provided 29,600 jobs in 2000 or 27 percent of total employment.

The composition of the service sector in Placer County is illustrated in Figure 19. Employment is concentrated in three major categories: business services, health services and hotels and other lodging. The business services sector includes the computer and software services, data and information services, and other components of the information technology industry.

Employment in the services sector increased from 13,500 in 1990, to 29,600 in 2000, adding 16,100 new jobs over the 10-year period. Figure 20 illustrates the employment growth in the components of the service sector between 1990 and 2000. The rapid growth experienced by the service industry in recent years can be traced primarily to business services components, followed by private educational services, engineering and management, amusement services, and miscellaneous others.

FIGURE 19 COMPONENTS OF SERVICE EMPLOYMENT IN PLACER COUNTY 2000

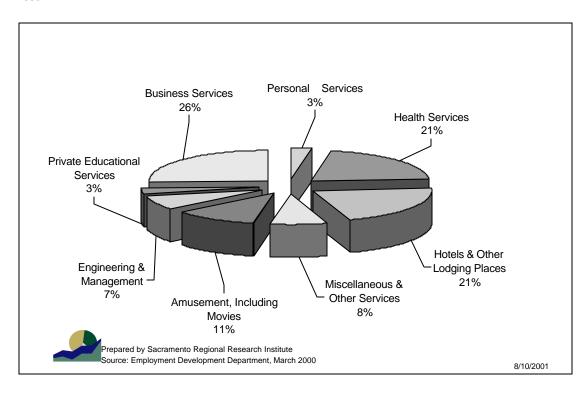
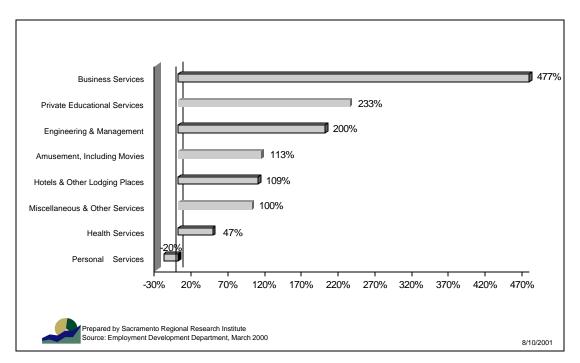


FIGURE 20 EMPLOYMENT GROWTH IN COMPONENTS OF THE SERVICE SECTOR IN PLACER COUNTY 1990-2000



MANUFACTURING

The region's rapidly growing manufacturing sector is a source of pride for the County. Manufacturing currently provides 12 percent of non-farm employment in Placer County. Figure 21 shows that manufacturing employment in Placer County has increased from 7,500 in 1990 to 12,900 in 2000. Most of this growth is due to expansion in manufacturing of electronic equipment.

FIGURE 21 MANUFACTURING EMPLOYMENT GROWTH IN PLACER COUNTY 2000

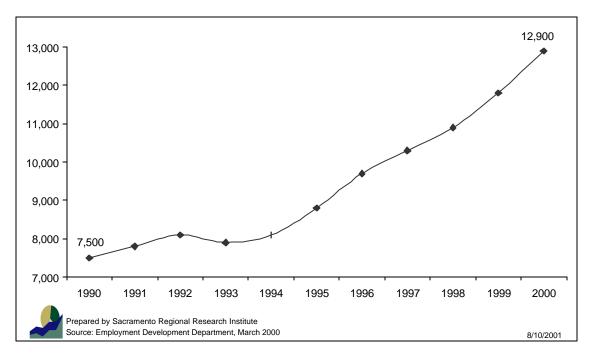
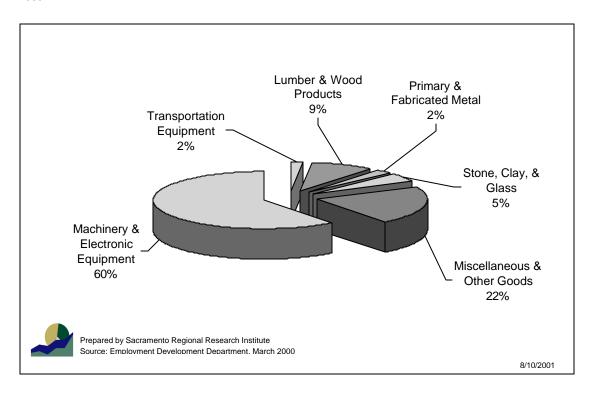


Figure 22 shows the components of manufacturing employment by sector. The data indicates that the largest employment category, electronic equipment, employs 60 percent of the manufacturing sector. The rapidly expanding size of this sector is due partially to the presence of Hewlett-Packard and NEC. Employment in these sectors increased every year during the 10-year period, including years in which the electronics industry elsewhere declined.

Other employers in the manufacturing sector include lumber and wood products, stone, clay and glass products, primary and fabricated materials, transportation equipment and other miscellaneous goods.

FIGURE 22 COMPONENTS OF MANUFACTURING EMPLOYMENT IN PLACER COUNTY 2000



WHOLESALE AND RETAIL TRADE

Retail and wholesale trade in Placer County are also fast growing segments of the economy, providing 25 percent of the regional employment. Figure 23 shows total taxable sales in Placer County. In Placer County, the majority of taxable sales revenue is obtained from retail outlets.

FIGURE 23
TAXABLE SALES
(IN THOUSANDS OF DOLLARS)

	Ta	xable Sales - Total Outlets	<u> </u>	Retail Sales 3rd Q 19	999 - 2nd Q 2000
Area	3rd Quarter 1998	3rd Quarter 1999	Percent	Total	Percent
	thru	thru	Change	Retail Sales	Retail
	2nd Qarter 1999	2nd Quarter 2000			
Placer County	3,706,491	4,321,912	16.6%	3,030,070	70.1%
Auburn	205,974	231,545	12.4%	161,798	69.9%
Colfax	37,459	41,435	10.6%	29,041	70.1%
Lincoln	55,315	70,528	27.5%	36,428	51.7%
Loomis	56,633	70,581	24.6%	39,769	56.3%
Rocklin	283,701	358,077	26.2%	260,363	72.7%
Roseville	1,847,092	2,121,776	14.9%	1,754,236	82.7%

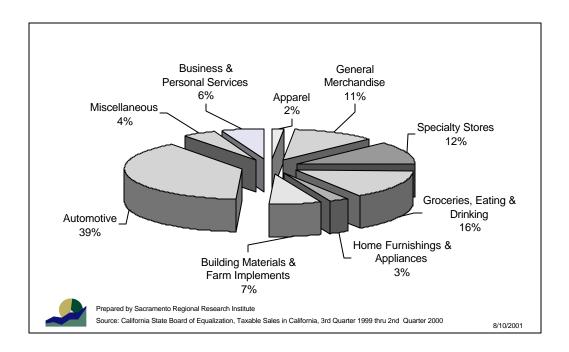
Prepared by Sacramento Regional Research Institute Source: California State Board of Equalization, *Taxable Sales in California (Sales & Use Tax)* 3rd Quarter 1998 thru 2nd Quarter 2000

Retail establishments in Placer County reported over \$4.3 billion annually in taxable sales through second quarter 2000, an increase of over 16 percent since the year before. The city with the greatest amount of annual taxable sales through second quarter 2000 is Roseville. Lincoln, Rocklin and Loomis experienced the largest increase in taxable sales between 1990 and 2000, at 28, 26 and 25 percent, respectively. Much of the increased revenue during this period can be attributed to the entry of larger retail outlets into the retail marketplace.

Figure 24 shows the composition of retail sales in Placer County. Retail sales are dominated by automotive (39%) and grocery stores and eating and drinking establishments (16%). These components account for over 50 percent of the retail sales volume. Other sizeable sectors are specialty stores (12%) and general merchandise (11%).

Between 1990 and 2000, wholesale trade employment in the Greater Sacramento Area increased from 1,600 to 4,100 employees, a whopping 156 percent increase, indicating the region's emerging role as a distributing center for the extended Central Valley. This sector is a major influence on the high rate of new warehouse construction in Placer County. A number of factors contributed to the increase in wholesale distribution activities. Among others, high levels of retail sales in Placer County encouraged many national retail chains to establish distribution points in the region.

FIGURE 24 COMPOSITION OF RETAIL SALES IN PLACER COUNTY 3rd QUARTER 1999 - 2nd QUARTER 2000



BANKING AND FINANCE

The business community in Placer County is served by a complete network of banks, savings and credit union institutions. Placer County has numerous banking and savings institutions that are locally based. These institutions are shown in Figure 25.

FIGURE 25 LOCALLY BASED BANKING & SAVINGS INSTITUTIONS (IN THOUSANDS; SORTED BY DEPOSITS)

Institution	City	Deposits	Assets
Placer Sierra Bank	Auburn	\$784,054	\$916,020
Auburn Community Bank	Auburn	\$56,058	\$60,456
Capitol Valley Bank	Roseville	\$50,960	\$57,040
Five Star Bank	Rocklin	\$39,701	\$52,504

Prepared by Sacramento Regional Research Institute Source: FDIC, Financial Data as of March 31 2001

All major financial institutions have branch offices in Placer County, and the headquarters of several financial institutions are based in the region. Figure 26 ranks the top twelve banks, local and national/state, by market share in Placer County.

FIGURE 26
MARKET SHARE: TOP TEN BANKING & SAVINGS
INSTITUTIONS IN PLACER COUNTY
INCLUDES LOCAL AND NATIONAL/STATE COMMERCIAL BANKS/SAVINGS
INSTITUTIONS (IN THOUSANDS; SORTED BY MARKET SHARE)

Rank Institution		Deposits	% Market Share
•			
1	Bank of America	\$545,556	21.8%
2	Placer Sierra Bank	\$365,077	14.6%
3	Wells Fargo Bank	\$317,393	12.7%
4	U.S. Bank	\$237,024	9.5%
5	World Savings Bank	\$177,463	7.1%
6	Washington Mutual	\$152,877	6.1%
7	California Federal Bank	\$111,746	4.5%
8	Bank of the West	\$98,027	3.9%
9	Western Sierra National Bank	\$94,086	3.8%
10	First Bank of California	\$81,028	3.2%

Prepared by Sacramento Regional Research Institute Source: FDIC, Financial Data as of June 30, 2000

A diverse and abundant supply of skilled labor has been a major consideration for companies locating and expanding in Placer County. This section covers labor force participation, employment growth and growth by sector, wages, major employers, employee recruiting and training programs.

LABOR FORCE PARTICIPATON

Figure 27 contains labor force participation for Placer County, the Greater Sacramento Area, and the state in 1990 and 2000. As shown, the civilian labor force in Placer County increased by 36 percent between 1990 and 2000. This is a significantly higher growth in labor force participation than in the Greater Sacramento Area and the state, which grew by approximately 17 and 13 percent, respectively.

FIGURE 27 LABOR FORCE PARTICIPATION

Area	1990	2000	Percent Change
Placer County	91,500	124,800	36.4%
Greater Sacramento Area	93,490	965,000	17.2%
California	15,193,400	17,090,800	12.5%

Prepared by Sacramento Regional Research Institute

Source: California Employment Development Department, March 2000

EMPLOYMENT GROWTH

Figure 28 presents the dvilian labor force, employment, unemployment, and the unemployment rate for Placer County and the Greater Sacramento Area for 1990 and 2000. Since 1990, unemployment rates are lower for Placer County than for the region, indicative of the increasing employment opportunities in the area.

EMPLOYMENT GROWTH SECTORS

Figure 29 contains information about wage and salary employment by sector in Placer County for years 1990 and 2000. Between 1990 and 2000, total non-farm employment increased by approximately 79 percent.

The largest increase from 1990 to 2000 is in Business services (477 percent), followed by engineering and management (200 percent), wholesale trades (156 percent), amusement, including movies (113 percent), hotels and other lodging (109 percent), manufacturing of electronic equipment (100 percent), finance (92 percent), construction and mining (88 percent) and insurance and real estate (81 percent).

FIGURE 28 LABOR FORCE AND EMPLOYMENT JULY 2001 (IN THOUSANDS)

Jurisdiction	Year	Labor Force	Employment	Unemployment	Unemployment Rate
Placer County	1990	91.5	87.7	3.8	4.2%
Placer County	1990	92.7	86.9	5.8	6.3%
	1992	95.6	87.7	7.9	8.3%
	1993	95.2	87.7	7.5	7.9%
	1994	99.7	93.2	6.5	6.5%
	1995	102.9	96.5	6.4	6.2%
	1996	106.3	100.7	5.6	5.3%
	1997	110.6	105.5	5.1	4.6%
	1998	114.0	109.3	4.7	4.1%
	1999	120.9	117.0	3.9	3.2%
	2000	124.8	120.8	4.0	3.2%
Greater					
Sacramento Area	1990	823.5	780.8	42.7	5.2%
	1991	833.6	773.9	59.7	7.2%
	1992	846.8	772.2	74.7	8.8%
	1993	833.7	759.6	74.1	8.9%
	1994	853.5	788.2	65.3	7.7%
	1995	857.5	794.2	63.4	7.4%
	1996	863.9	806.9	56.9	6.6%
	1997	884.6	831.7	52.9	6.0%
	1998	903.8	853.9	49.9	5.5%
	1999	935.1	892.3	42.8	4.6%
	2000	965.0	920.7	44.3	4.6%

Prepared by Sacramento Regional Research Institute Source: California Employment Development Department, Labor Market Information Division, Monthly Labor Force, Data for Counties, July 2001

FIGURE 29
EMPLOYMENT BY INDUSTRY IN PLACER COUNTY (LARGEST EMPLOYMENT SECTORS)

Industry	1990	2000	Percent Change 1990-2000
Total All Industries	60,700	109,100	80%
Total Farm	· -	400	n/a
Total Non-Farm	60,700	108,700	79%
Construction & Mining	5,800	10,900	88%
Manufacturing	7,500	12,900	72%
Durable goods	6,600	11,500	74%
Lumber & wood products	1,200	1,200	0%
Stone, clay & glass products	600	600	0%
Primary & fabricated metals	300	300	0%
Electronic equipment	3,900	7,800	100%
Transportation equipment	-	200	n/a
Other Durable Goods	500	1,400	180%
Nondurable goods	900	1,400	56%
Paper, Printing & Publishing	-	-	n/a
Other Nondurable Goods	-	-	n/a
Transportation & public utilities	3,900	4,200	8%
Transportation	2,300	2,600	13%
Trucking & Warehousing	-	900	n/a
Communication & public utilities	1,600	1,600	0%
Communication	-	1,100	n/a
Electric, Gas & Sanitary Services	-	500	n/a
Wholesale trade	1,600	4,100	156%
Retail trade	13,900	23,300	68%
Finance, insurance & real estate	3,400	6,100	79%
Finance	1,200	2,300	92%
Insurance, real estate, other	2,100	3,800	81%
Services	13,500	29,600	119%
Hotels & Other Lodging Places	1,100	2,300	109%
Business Sevices	1,300	7,500	477%
Amusement, Including Movies	1,600	3,400	113%
Health Services	4,300	6,300	47%
Engineering & Management	700	2,100	200%
Government	11,100	17,700	59%
Federal	600	700	17%
Local Government	10,000	16,500	65%
Local Education	6,300	11,200	78%
County Government	2,100	2,900	38%

Prepared by Sacramento Regional Research Institute

Source: Employment Development Department, March 2000

WAGES

Figure 30 shows wages for employees in selected occupations. Because this data is not available by county, the wages shown in Figure 30 are for the entire Sacramento metropolitan statistical area.

FIGURE 30 PRIVATE SECTOR WAGES 4th QUARTER 2000

Occupational Title	Mean Annual Wage
Computer Hardware Engineers Pharmacists General and Operational Managers Advertising and Promotions Managers Chemical Engineers Industrial Engineers Real Estate Brokers Electrical Engineer Financial Analysts Registered Nurses Computer Systems Analysts Computer Programmers Multi-Media Artists and Animators Police and Sheriff's Patrol Officers Database Administrators	\$88,287 \$70,057 \$69,828 \$69,774 \$67,511 \$67,484 \$65,410 \$63,859 \$57,000 \$56,357 \$55,312 \$54,684 \$52,893 \$52,883 \$50,374
Computer and Information Scientists, Research Child, Family, and School Social Workers Legal Secretaries Construction Laborers Biological Technicians Data Entry Keyers Retail Salespersons Packers and Packagers, Hand	\$41,468 \$35,154 \$33,805 \$29,661 \$27,803 \$23,827 \$21,628 \$16,517

Prepared by Sacramento Regional Research Institiute

Note: Wage Data from EDD is available for Sacramento PMSA area only. Source: California Employment Development Department, Labor Market Information Division, OES Employment and Wages by Occupation,

Fourth Quarter 2000

MAJOR EMPLOYERS

Figure 31 lists the largest private sector employers in Placer County. The employers represent the manufacturing, computer, health and tourism sectors.

FIGURE 31 LARGEST PRIVATE SECTOR EMPLOYERS IN PLACER COUNTY

Name - City	Industry	Number of Employees
Hewlett-Packard - Roseville	Computer & Office Equipment-Manufacturing	6,500
Kaiser Medical Center & Offices - Roseville	Hospitals	2,000
Sutter Roseville Medical Center - Roseville	Hospitals	1,460
Union Pacific	Transportation, Railroad	1,290
NEC Electronics USA Inc - Roseville	Electronic Components & Accessories	900
Squaw Valley Ski Corp - Olympic Valley	Misc. Amusement, Recreation Services	800
SureWest - Roseville	Telecommunication Services	750
Sutter Auburn Faith Hospital - Auburn	Hospitals	750
Coherent Auburn Group - Auburn	Electronic Components & Accessories	750
Alpine Meadows Ski Resort - Olympic Valley	Misc. Amusement, Recreation Services	700
Oracle Corp - Rocklin	Computer & Data Processing Services	600
Pride Industries - Roseville	Individual & Family Services	550
Earthlink Inc Roseville	Telecommunication Services	540
Nordstrom's - Roseville	Retail, Department Store	450
Agilent Technologies - Roseville	Manufacturing	450
Resort at Squaw Creek - Roseville	Misc. Amusement, Recreation Services	400
Sierra Pacific Industries - Lincoln	Sawmills & Planing Mills	300
TNT Logistics - Rocklin, Roseville	Logistics	200

Prepared by Sacramento Regional Research Institute

Source: Above listed Companies. Current as of August 2001.

Figure 32 lists the number of establishments by industry in Placer County and average monthly employees in each industry.

Figure 33 lists some the companies that expanded or relocated to Placer County from 1999 through 2001.

EMPLOYEE RECRUITMENT AND TRAINING PROGRAMS

Golden Sierra One-Stop Career Center

The On-the-Job program sponsored by the Golden Sierra Job Training Agency meets specific employment needs through employee recruitment and training programs and employee placement assistance. On-the-Job agreements are individually negotiated and usually average three months. An applicant's experience and job complexity determines the amount of time needed for training. An employer may be reimbursed up to 50 percent of the gross wages paid to the employee during this training period.

LABOR FORCE

FIGURE 32 NUMBER OF ESTABLISHMENTS BY INDUSTRY IN PLACER COUNTY 1999 (SORTED BY ESTABLISHMENTS)

Industry	Number of Establishments	Average Monthly Employment
Total All Private Industries	7,625	85,054
Services	3,047	25,848
Retail Trade	1,454	21,843
Construction	1,231	9,734
Finance, Insurance, and Real Estate	670	5,380
Wholesale Trade	399	4,011
Manufacturing	339	12,870
Agriculture, Forestry, & Fishing	241	1,603
Transportation and Public Utilities	237	3,667
Mining	7	98
Total Government	236	13,547
Local Government	187	12,326
Federal Government	30	657
State Government	19	564

Prepared by Sacramento Regional Research Institute

Note: Average monthly employment is an average for the entire year and includes full and part-time employees.

Source: California Employment Development Department

FIGURE 33 COMPANY FACILITIES EXPANDED OR RELOCATED TO PLACER COUNTY 1999 - 2001

Company	City/Unincorp. County	Industry	Projected Employment
The Gap	Placer County	Call Center	1,000
Oracle	Rocklin	Software Developer	600
Earthlink, Inc.	Roseville	Telecommunication	540
Agilent Technologies	Roseville	Manufacturing	450
Greenheck	Placer County	Manufacturing	200
Next Link	Roseville	Internet Service Provider	200
Performance Polymer Technologies	Roseville	Headquarters	50
Schott Applied Power Corp	Rocklin	Solar Energy Systems	32
Galil Motion Control	Rocklin	Robotic Controls	30

Prepared by Sacramento Regional Research Institute

Source: SACTO, Located Companies List, Greater Sacramento Area August 2001.

LABOR FORCE

Golden Sierra also operates a One-Stop Career Center, providing a comprehensive array of information and services integrating local labor market, vocational schools/community colleges, job match data, resume assistance, Internet access to job announcements through the World Wide Web, and an on-site representative from the local Employment Development Department.

Employment Training Panel

The Employment Training Panel is a California State agency created in 1982 as a cooperative business-labor program to retrain workers. Employment Training Panel was designed to fund training that meets the needs of employers for skilled workers and the need of workers for good, long-term jobs. This employer-supported training is used to improve the economic climate by training new workers and retraining workers in danger of being laid off as a result of technological advancements in the workplace, and because of foreign and domestic competition.

The Employment Training Panel provides funding for training programs in private industry that can be used to train new hires (unemployment insurance recipients), welfare recipients, small business owners (entrepreneurs), and to retain current employees. Employment Training Panel contracts with employers, training agencies (schools) and employer groups to reimburse training costs through performance-based agreements.

CalWORKS Program

CalWORKS is an employment and training program for people who have been receiving temporary assistance for needy families and are ready to re-enter the workforce. The CalWORKS program provides a number of services to prepare a potential employee to be competitive in the local labor market. It also provides a variety of services to prospective employers. Applicants are screened to meet specific qualifications and referrals, and are scheduled at the convenience of the employer.

Benefits of the CalWORKS program include the following:

- Quality employees of your choice.
- No fee employment service.
- Potential qualification for tax credits.
- Potential reimbursement for on-the-job training.
- Recognition for community involvement.

Sierra College

Placer County offers small business assistance programs through the Sierra College Small Business Development Center (SBDC) and the Sierra Economic Development District (SEDD). SBDC offers counseling, training, and support for businesses. SBDC covers topics such as business startup and acquisition, sources of capital, marketing, government procurement, accounting, financial analysis, inventory, research, personnel, and many more programs. For more details about services provided by SBDC, visit their website at www.sbdcsierra.org.

SEDD's primary goal is to alleviate unemployment and underemployment by expanding industrial, resource, and small business development by preserving the quality of life in the Sierra Nevada Foothills. SEDD provides Small Business Administration micro-loans to help support business initiation or expansion. SEDD also helps cities start their own business loan program. In addition, they assist jurisdictions in obtaining funding for infrastructure required for economic expansion.

One of the most important resources of Placer County is its strong educational system. Through a network of public and private schools, the region benefits from a well-educated community and labor force. Local institutions offer programs for most undergraduate and graduate degrees, and several institutions specialize in services to assist the business community.

This section covers primary and secondary education, higher education, community colleges, public universities, private schools, technical schools, and vocational training.

PRIMARY AND SECONDARY EDUCATION

Figure 34 shows public school enrollment in school years 1999-2000 and 2000–2001 for Placer County's largest school districts and for the Greater Sacramento Area. Rocklin Unified, followed by the Dry Creek Joint Elementary and Roseville City Elementary school districts are the fastest growing school districts in Placer County. Only Tahoe-Truckee Joint Unified School District lost student enrollment within that same time period.

FIGURE 34
PUBLIC SCHOOL ENROLLMENT GRADE K THROUGH 12

	Number of Stude	nts Enrolled K-12	Percent Change	
Area	1999-00	2000-01	1999/01-2000/01	
Greater Sacramento Area	356,155	364,834	2.4%	
Largest Districts				
Dry Creek Joint Elementary	5,173	5,412	4.6%	
Eureka Union Elementary	3,918	4,028	2.8%	
Placer Union High	4,700	4,781	1.7%	
Rocklin Unified	6,878	7,426	8.0%	
Roseville City Elementary	5,839	6,093	4.4%	
Roseville Joint Union High	6,844	7,115	4.0%	
Tahoe-Truckee Joint Unified	5,367	5,094	-5.1%	
Western Placer Unified	6,097	6,208	1.8%	

Prepared by Sacramento Regional Research Institute Source: California Department of Education, Education Planning and Information Center, *Enrollment in California Public Schools by County* and Grade, 1999-00 & 2000-01

Figure 35 shows 2000 SAT scores for school districts within Placer County, the Greater Sacramento Area and California. Placer County's commitment to quality education results in consistently high levels of accomplishment for area students. The region's students have regularly outscored or performed similar to California students as a whole on the Scholastic Aptitude Test (SAT). The average math score for public school students in Placer County was 532 for the 1999-2000 school year. The average verbal score for Placer County students was 522, 30 points above the California average and 16 points above the Greater Sacramento Area average.

FIGURE 35
AVERAGE VERBAL AND MATH SCHOLASTIC ASSESSMENT
TEST (SAT) SCORES FOR PUBLIC SCHOOL STUDENTS
SCHOOL YEAR 1999-2000

Area/School District	Number Tested	Percent Tested	Average Verbal Score	Average Math Score
Placer County	1,363	36%	522	532
Placer Union High	404	39%	528	538
Rocklin Unified	175	48%	516	527
Roseville Joint Union Unified	566	38%	518	533
Tahoe-Truckee Joint Unified	167	48%	521	532
Western Placer Unified	51	10%	528	490
Greater Sacramento Area	7,337	32%	506	524
California	126,786	36%	492	517

Prepared by Sacramento Regional Research Institute Source: California Department of Education, Education Planning and Information Center, SAT-I (Recentered) Report 1999-2000.

HIGHER EDUCATION

Higher education is available from a variety of institutions throughout the area. In addition to University of California, Davis (UCD) and California State University, Sacramento (CSUS), five community colleges, numerous vocational schools, professional schools, and local campuses of colleges headquartered elsewhere in the state provide for the educational needs of local business and the community. Within a three-hour distance from Placer County, the University of California, Berkeley and Stanford University provide an accessible supply of well-educated graduates. Map 2 presents selected academic institutions in the immediate Sacramento area.

This variety of higher education has been a strong attraction of the region, especially for knowledge and information intensive industries like electronics and biotechnology. With a local education network to tap, firms such as NEC and Hewlett-Packard have been able to recruit employees within the area and, in conjunction with local colleges, design specific courses to the companies' requirements.

Yuba County Rackerby Ogreenville Placer County Sutter County uba City Last Chance Yolo County Sheridan Horth Aut (70) uburn Pilot Hill Oarden Valley Uppe Lotus, Pollock Pines erra College Pacific Height selection olsom Lake College Communit merican River College Fair Play cran Omo Ranch National University University of rer Pines California State California, Day Oak P University, Sacramento City College El Dorado County Hood. Universities with Clay rtland enrollments over 2.000 oints CSUS-SACTO Sacramento Regional Research Institute Sacramento County

MAP 2
UNIVERSITIES AND COLLEGES IN THE IMMEDIATE SACRAMENTO AREA

COMMUNITY COLLEGES

For over half a century, the 240-acre Sierra College has offered general education and technical courses. The main campus is off I80 in Rocklin. Other facilities include a 105-acre Sierra Nevada County Campus in Grass Valley and a ænter in Roseville. These campuses offer day, evening, and weekend classes and are administered by the Sierra Community College District. Sierra has a national reputation based on excellence in such academic areas as computer science, mathematics, computer integrated electronics, nursing, and early childhood education. Sierra offers Associate of Arts and Associate in Science degrees, along with technical training and certificates in over 70 areas and career fields. In addition, Sierra College offers the first two years of pre-professional programs including Medicine, Law, Engineering, Computer Science, Education, and Business Administration.

Sierra College was one of 76 schools in the nation chosen to participate in IBM's Higher Education Alliance Program. The program assists students in learning computer-aided design, electronics and manufacturing.

To benefit area firms, Sierra College offers assistance through their Small Business Assistance Center (SBAC) and the Center for Applied Competitive Technologies. CACT specializes in combining computer-aided design and manufacturing to supply training and instruction to businesses in this particular industry. The college also provides on-site training and retraining to industry through its Contract Education Program.

The Los Rios Community College District has over 70,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, Cosumnes River Education Center in Placerville, Folsom Lake Center in Folsom and El Dorado Center in Placerville. Los Rios is one of the fastest growing community college districts in the state and is ranked second in the state for transferring students to the University of California and the California State University systems. The Los Rios olleges also offer more than 76 career education programs including such high growth career fields as nursing and health, computer information science, hazardous materials management biotechnology, electronics, and business. The district also operates The Training Source, a division that provides custom-designed training in such areas as electronics, computer science, supervision management, and total quality management, as well as the Greater Sacramento Small Business Development Center and the Center for International Trade Development.

Yuba Community College District has been providing residents of Yuba and Sutter counties with quality education for almost 75 years. Yuba College's main campus is located in Marysville, with campuses in Woodland (Woodland Community College) and Lake County, and centers in Colusa and on Beale Air Force Base. Yuba College is geographically the second largest community college district in the state. Its enrollment has grown to over 10,000 students throughout the sprawling 4,192 square mile district. Yuba College students who transfer to the University of California system and the California State University system have a higher G.P.A. than the average transfer student. The facility is among the finest in the state for lower division college course work.

PUBLIC UNIVERSITIES

The Greater Sacramento Area has two major public universities -- California State University, Sacramento (CSUS) and University of California, Davis (UCD).

California State University, Sacramento

California State University, Sacramento - which was the site of the U.S. Olympic track and field trials in July 2000 and is located only five miles from California's capitol -- is a major university in the state and the nation. Founded in 1947, the University has completed over one-half century of service. Approximately 26,000 students are enrolled at CSUS, and more than 70 nations are represented. CSUS academic programs are organized into seven schools: Arts & Letters, Business Administration, Engineering & Computer Sciences, Health & Human Services, Education, Mathematics, Natural Sciences, Social Sciences, and Interdisciplinary Studies. CSUS students earn degrees in more than 60 undergraduate degree programs and 40 graduate programs. The university is continuing an ambitious expansion and remodeling of facilities, which has brought more than one million square feet of new classroom and laboratory space. A carefully structured Strategic Plan is in place to help the campus enter the 21st century as a regional leader in higher education and economic development.

The business administration major is the largest undergraduate and teacher education is the largest graduate program at CSUS. Computer science, engineering, economics, biological

sciences, and communication studies also draw large numbers of students. Programs which specialize in graduate education include business, education, and public policy and administration.

More than 30 research and service centers are associated with the university. In addition, CSUS has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education curriculum includes computer science, business management, marketing, and accounting courses.

University of California, Davis

When the University Farm opened its gates in the early 20th century, it consisted of 778 acres of rich agricultural land. Today, nearly a century later, the University of California, Davis (UC Davis) campus has grown to more than 5,000 acres, dozens of buildings, house laboratories, performance spaces, classrooms and libraries. The 26,000 students study under the guidance of scores of faculty whose expertise ranges from molecular biology to modern dance. acknowledged international leader in agricultural, biological, biotechnological environmental sciences, UC Davis is gaining similar recognition for excellence in the arts, humanities, social sciences, health sciences, law, and management. Ranked No. 10 among the top public universities nationally by U. S. News & World Report, the campus is one of only 63 members of the prestigious Association of American Universities, whose members are selected by invitation only. UC Davis offers 110 undergraduate majors and 70 graduate programs in the College of Agricultural and Environmental Sciences, Letters and Science, and Engineering and four professional schools: Medicine, Veterinary Medicine, Law and Management. Over the next ten years, the campus will grow both in enrollment and in new facilities totaling about \$1 billion, including laboratories, classrooms, and student facilities. The UC Davis Center for the Arts, scheduled to open in 2002, will house an 1,800-seat state of the art performance hall and a 250seat studio theater and will provide performance space unrivalled outside the San Francisco Bay Area.

UC Davis Extension offers over 3,500 courses for more than 80,000 students each year. Course offerings include traditional classroom courses open to the public – many of them are offered in Sacramento – as well as online courses and customized on-site training for employers.

The UC Davis Health System includes a 528-bed teaching hospital in Sacramento, a medical school and a network of primary care physician practices and affiliated community hospitals in Northern California communities. The system operates the region's only Level 1 trauma center, a comprehensive cancer center, a children's hospital, transplant services, an Alzheimer's center, an institute for neurodevelopmental disorders, and a burn center.

PRIVATE SCHOOLS

Numerous branches of private colleges headquartered outside the Greater Sacramento Area support the region. National University primarily serves working adults with its intensive one course per month evening format in management, technology, psychology, and education. The university has approximately 1,100 students in Sacramento.

Smaller institutions include the University of San Francisco, which offers programs in organizational studies, public administration, health services administration, and counseling.

The University of Southern California's Sacramento Center for the School of Policy, Planning, and Development has been offering nationally accredited Master degrees for over 25 years. It offers degrees in public administration, health administration and planning and development studies. Classes are taught in seminars with 10-20 students.

Golden Gate University, founded in 1853, is the fourth largest private university in California. The Sacramento campus offers undergraduate and graduate programs in business, technology, taxation, public administration and healthcare management. The 1,500 working adult student population enjoys convenient, skill-building classes.

Bachelor's and Master degrees, as well as teaching credentials and extended education, are offered by Chapman University. This liberal arts university has approximately 700 enrollments per term in the Sacramento Valley.

McGeorge School of Law of the University of the Pacific is a recognized leader in the field of legal education. McGeorge seeks to educate practice-ready graduates through its required curriculum and opportunities for practical experience in clinical and internship settings. A specialized curriculum at McGeorge leads to a Certificate in Governmental Affairs awarded concurrently with the Juris Doctorate degree.

Also located nearby is Lincoln Law School of Sacramento. Lincoln Law School is fully accredited by the Committee of Bar Examiners of the State Bar of California and serves about 270 students.

Bachelor and Master degrees, and other programs of higher education are offered through several private schools, some of which are mentioned above. A partial list of these institutions appears below:

- Chapman University
- Golden Gate University
- Lincoln Law School
- McGeorge School of Law
- National University
- University of Phoenix
- University of San Francisco
- University of Southern California

TECHNICAL SCHOOLS AND VOCATIONAL TRAINING

In addition to the comprehensive instruction given at area community colleges specific technical training is available at more than 100 trade and vocational schools in the Greater Sacramento Area. The Sacramento County Office of Education operates Regional Occupational Programs that regularly train high school students and adults for careers as electronic technicians, computer programmers, woodworkers, welders, automotive technicians, metal workers and graphic arts personnel. Traditional vocational school programs include computer operations and programming, accounting, secretarial, medical office, legal office and electronics. Also, many vocational schools are approved to offer both diplomas and degree programs.

The best known schools offering vocational education are the Heald Business Colleges; ITT Technical Institute, which offers Associate of Science and Bachelor of Science degrees, MTI College of Business Technology and Western Career College.

This section covers non-residential and residential real estate activity in Placer County.

GENERAL REAL ESTATE

Several factors make a significant contribution to the real estate activity in the Placer County regional marketplace. As shown in Figure 36, commercial rents are generally lower in the region than in San Francisco Bay Area or in Southern California. The combination of lower labor costs and lower commercial rents are an incentive to companies relocating to the area.

FIGURE 36 COMPARISON OF CURRENT LEASE RATES (PER SQUARE FOOT)

Area	Office		Industrial	R&D
Placer County		\$1.95	\$0.43	\$0.98
Sacramento County		\$1.75	\$0.35	\$0.78
Palo Alto/Mountain View		\$5.55	\$2.35	\$3.75
San Jose		\$4.40	\$1.25	\$2.50

Prepared by Sacramento Regional Research Institute.

Source: Colliers International, September 2001

Local government's favorable attitude toward economic development is another factor contributing to the active real estate market in Placer County. Another factor is the proximity of the region to both the San Francisco Bay area and the Sierra Nevada mountains.

Computer and technology support firms are among the most rapidly expanding businesses in the area. Information technology, accounting, law, and engineering firms, as well as state associations, have been able to service San Francisco Bay Area and Southern California clients from Placer County. Consequently, the mix of companies in Placer County has become more regional and national in character. Local companies remain important to Placer County as they expand to keep pace with the region's growth. However, it is the regional and national companies that have generated the impetus to the area's commercial expansion.

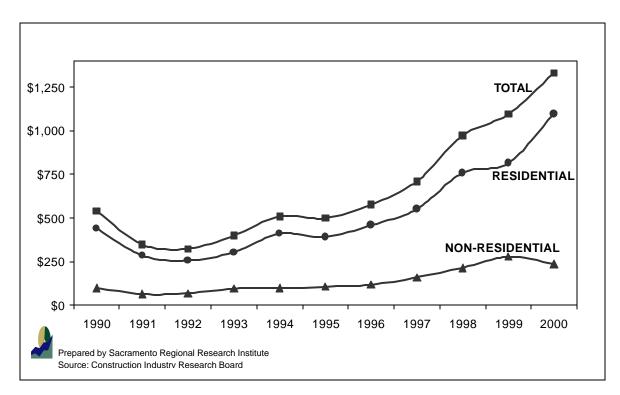
Construction valuation is an indicator of a healthy real estate market for Placer County. Figures 37 and 38 list and chart the historic trend in the valuation of non-residential, residential and total construction in Placer County between 1990 and 2000.

FIGURE 37 NON-RESIDENTIAL & RESIDENTIAL CONSTRUCTION VALUATION (IN MILLIONS)

	Placer County				
Year	Non-Residential	Residential	Total		
1990	\$99	\$440	\$539		
1991	\$64	\$284	\$348		
1992	\$68	\$256	\$324		
1993	\$96	\$303	\$399		
1994	\$98	\$410	\$508		
1995	\$106	\$391	\$497		
1996	\$118	\$458	\$576		
1997	\$159	\$550	\$709		
1998	\$214	\$757	\$971		
1999	\$279	\$815	\$1,094		
2000	\$235	\$1,095	\$1,330		
2001 (thru May)	\$82	\$458	\$540		

Prepared by Sacramento Regional Research Institute Source: Construction Industry Research Board

FIGURE 38 NON-RESIDENTIAL & RESIDENTIAL CONSTRUCTION VALUATION CHART FOR PLACER COUNTY 1990 -2000 (IN MILLIONS)



LAND COSTS AND AVAILABILITY

Placer County has abundant undeveloped land available for commercial and industrial development. Public sector policies are pro-business and promote a planned-growth approach to land use. Equally important, many jurisdictions in Placer County use urban reserve and agricultural zoning designations to land bank acreage for future use or to save as open space. These policies stimulate economic growth while preserving the quality of life in Placer County.

Figure 39 shows that, depending upon location, size, accessibility, and topography, the cost of land in Placer County ranges from \$3.00 per square foot for improved industrial development to \$30.00 for land zoned for a retail shopping center.

FIGURE 39 LAND COSTS IN PLACER COUNTY IMPROVED LAND

Land Use	Typical Cost per Square Foot
Industrial Suburban Office Retail Shopping Center Retail Neighborhood Center (8-12 acres)	\$ 3.00 - \$ 3.75 \$18.00 - \$20.00 \$15.00 - \$30.00 \$12.00 - \$18.00

Prepared by Sacramento Regional Research Institute Source: Colliers International, September 2001

Undeveloped land requires infrastructure to service its intended use. In Placer County, several funding mechanisms are available to finance these improvements. They include, but are not limited to, the formation of an assessment district; Mello-Roos financing; the establishment of a buy-in fee program as property is zoned or developed for urban use; and the use of development impact fees. The details of each infrastructure financing package depend upon the size of the proposed project.

The Highway 65 Corridor lies 20 miles east of Sacramento on Interstate 80, only 90 minutes from the ski resorts, casinos, and alpine recreation areas of Lake Tahoe and two hours from the Pacific Ocean. Retail opportunities along Highway 65 Corridor include the Galleria Roseville and Creekside development, professional office space (such as space occupied by Agilent Technologies), recently completed transportation corridors such as East Roseville parkway, Blue Oaks Boulevard, Pleasant Grove Road, and finally access from 65 to Interstate I-80. California businesses considering expansion or relocation to other states can achieve similar benefits along the Highway 65 Corridor and retain access to California's major markets, advanced communications, and proximity to Pacific Rim markets.

OFFICE SPACE

Figures 40 and 41 show the construction and absorption of the office space in Placer County between 1990 and 2000.

FIGURE 40
OFFICE SPACE CONSTRUCTION IN PLACER COUNTY
1990-2000 OFFICE SPACE IN SQ. FT.

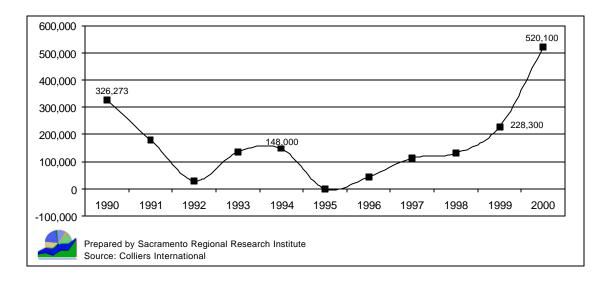
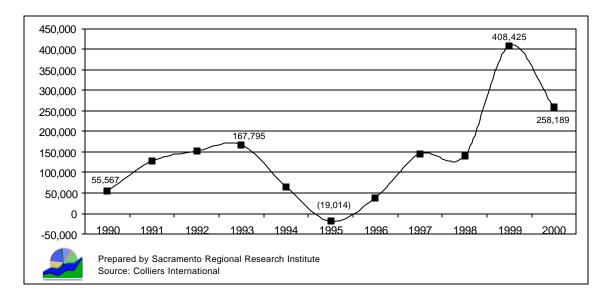


FIGURE 41
OFFICE SPACE ABSORPTION IN PLACER COUNTY
1990 - 2000 NET ABSORPTION OFFICE SPACE IN SQ. FT.



Service oriented tenants responding to the expanding population in Placer County created the greatest demand for office space. The demand for space is expected to continue to grow as Placer County becomes a competitor for regional corporate relocations. Because of its proximity to executive housing, as well as affordable housing, good school systems and excellent infrastructure, the Roseville/Rocklin area continues to attract corporate and professional services tenants. With available land, Roseville/Rocklin should continue to expand and develop as a professional and corporate location and experience low vacancy rates.

Figure 42 shows that increases in lease rates have been modest over the last six years. The substantial amount of office space added to the market in a relatively short period of time has helped to maintain stable rents.

FIGURE 42 HISTORICAL OFFICE LEASE RATES IN PLACER COUNTY 1995-2001

Cost per Square Foot per Month							
Structure	1995	1996	1997	1998	1999	2000	2001
Class A Buildings	\$1.70	\$1.75	\$1.80	\$1.90	\$1.95	\$2.00	\$2.03
Class B Buildings	\$1.45	\$1.50	\$1.60	\$1.70	\$1.75	\$1.80	\$1.80
Class C Buildings	\$1.00	\$1.05	\$1.15	\$1.20	\$1.25	\$1.35	\$1.45
Overall Office Rates	\$1.60	\$1.70	\$1.70	\$1.75	\$1.80	\$1.90	\$1.95

Prepared by Sacramento Regional Research Institute Source: Colliers International, September 2001

INDUSTRIAL/WAREHOUSE SPACE

Figure 43 shows the absorption of the industrial space in Placer County between 1990 and 2000. The absorption of the industrial/warehouse space in Placer County peaked in 1994 to over 2.0 million square feet. In 1999 approximately 1.1 million of industrial/warehouse square feet were absorbed. However, in 2000 the absorption declined to approximately 264,000 square feet.

The record growth since late 80's was due to the construction and occupation of several large distribution and manufacturing facilities. Companies for which buildings were constructed included Albertson's, NEC, Hewlett-Packard, Roseville Telephone, and Wesco Manufacturing.

Warehouse facilities presently rent between \$0.35 to \$0.50 per square foot on a triple net basis. Research and development space rents from between \$0.85 to \$1.10 per square foot. Total industrial vacancy is approximately 12 percent. High vacancy rate is due to new construction coming onto the market in 1^{st} and 2^{nd} quarter of 2001.

Several industrial parks have recently moved into Placer County. Shown in Figure 44 are some of the major existing and approved industrial parks (sized over 100,000 square feet) with a brief description of the types of industry and size of the park.

FIGURE 43
INDUSTRIAL SPACE ABSORPTION IN PLACER COUNTY
1990 - 2000 NET ABSORPTION INDUSTRIAL SPACE IN SQ. FT.

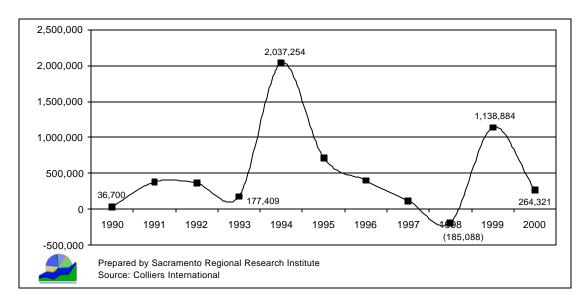


FIGURE 44 MAJOR INDUSTRIAL PARKS

Due to at Norma	T4'	G!	Industry / Maior Desirons
Project Name	Location	Size (in sq. ft.)	Industry / Major Business
Parkside Industrial Center	Roseville	374,400	industrial, business park
Roseville Parkway Industrial Center	Roseville	444,000	U.S. Bancorp
Hewlett Packard	Roseville	769,698	Hewlett Packard
Vineyard Pointe Bus. Park	Roseville	126,347	industrial, business park, office
Foothills Commerce Center II	Roseville	108,467	industrial and tech-oriented companies
Pride Industries	Roseville	189,288	headquarters site
Cemo Business Park	Roseville	149,700	office, technology, business
Lincoln Air Center	Lincoln	1,919,000	distribution, warehouse,
Auburn Industrial Park	Auburn	3,702,600	production manufacturing, distribution, electronics, lighting, printing
Deans Industrial Park	Loomis	191,664	storage, manufacturing, office
Granite Creek Business Park	Rocklin	200,000	industrial and commercial
Oracle Campus	Rocklin	450,000	Oracle
Sierra Placer Business Park	Placer Co.	702,000	warehousing and manufacturing
Placer Corporate Center	Placer Co.	4,617,360	office, light industrial
Atherton Tech Center	Placer Co.	100,000	office
Doupnik Manufacturing	Loomis	740,520	modular construction

Note: Some of the industrial parks are not completely built out. The size is the total estimate at build out.

RETAIL SPACE

Figure 45 compares current retail lease rents, vacancy, space inventory, and absorption in The Valley and Gold Country regions of Placer County.

FIGURE 45
RETAIL LEASE RATES, VACANCY AND ABSORPTION IN PLACER COUNTY 2001

Strip Centers	Anchored Centers	Overall Vacancy	Inventory	Absorption
Per Squa	are Foot		<u>In Squar</u>	e Feet
\$1.00 - \$1.50	\$1.85 - \$2.50	4.30%	3,886,903	203,061
\$0.90 - \$1.25	\$1.30 - \$1.70	3.19%	784,606	5,056
	Per Square \$1.00 - \$1.50	Centers Centers Per Square Foot \$1.00 - \$1.50 \$1.85 - \$2.50	Centers Centers Vacancy Per Square Foot \$1.00 - \$1.50 \$1.85 - \$2.50 4.30%	Centers Centers Vacancy Inventory Per Square Foot In Square \$1.00 - \$1.50 \$1.85 - \$2.50 4.30% 3,886,903

Prepared by Sacramento Regional Research Institute

Note: The Valley region includes Roseville, Rocklin, Loomis, Lincoln, and Granite Bay.

The Gold Country includes Auburn, Colfax, and Foresthill areas.

Source: Colliers International, September 2001

In August 2000, The Galleria shopping mall opened in Roseville. The shopping center comprises 1.1 million square feet. Adjacent to the Galleria is the Creekside Center with approximately 694,000 square feet of retail and 435,000 square feet of office space.

RESIDENTIAL - SINGLE FAMILY HOUSING

The comparatively low cost of housing in Placer County attracts many new residents to the region. Many Californians migrate to Placer County from the more expensive areas of the state, such as the San Francisco Bay Area.

Figure 46 shows that the median sale home price in Placer County remains below the median home price for Orange County, San Jose and Palo Alto.

Figure 47 illustrates the historic trend in median single family home sale price (new and resale homes) in Placer County for fourth quarter 2000 and 1999. Placer County experienced approximately 19 percent growth, the same rate as San Diego (19 percent), and trailed Palo Alto (27 percent) and San Jose (90 percent).

All types of housing are available -- urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills and the Sierra Nevada mountains. It is possible to find homes with significant acreage within an easy commute to major employment centers. For those living in more urbanized areas of the county, parks provide excellent recreation near most neighborhoods and there is easy access to rural areas.

FIGURE 46
COMPARATIVE MEDIAN HOUSING PRICES
4TH QUARTER 2000 (SINGLE FAMILY UNIT, NEW AND RESALE HOMES)

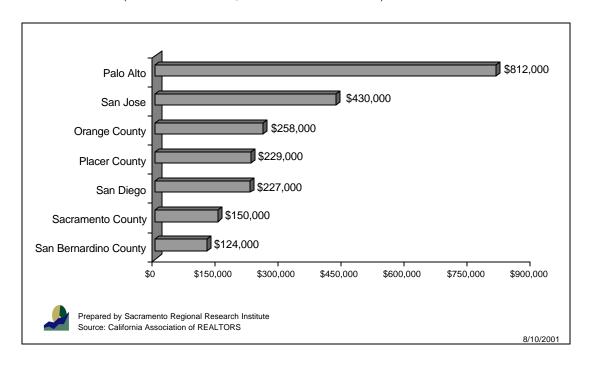


FIGURE 47 CHANGE IN SINGLE FAMILY MEDIAN HOUSING COSTS 4th QUARTER 1999 - 4th QUARTER 2000

	Median Single F	Percent		
Area	4th Quarter 1999	4th Quarter 2000	Change	
San Jose	\$330,000	\$430,000	30%	
Palo Alto	\$640,000	\$812,000	27%	
San Diego	\$190,000	\$227,000	19%	
PLACER COUNTY	\$192,500	\$229,000	19%	
San Bernardino County	\$110,000	\$124,000	13%	
Sacramento County	\$133,500	\$150,000	12%	
Orange County	\$239,000	\$258,000	8%	

Prepared by Sacramento Regional Research Institute Source: California Association of REALTORS

Interstate freeways, transcontinental railways, a deep-water shipping channel and two major airports give Placer County easy access to many major markets. Four major highways allow one-day freight delivery throughout California and parts of the West Coast, making Placer County an excellent location for warehouse and distribution facilities. Similarly, the Port of Sacramento provides access for deep-draft ships. The Greater Sacramento Area transportation advantages benefit the local economy and enhance Placer County's ability to reach and serve markets in the U.S. and abroad.

This section covers highways, airports, Port of Sacramento, railroads, trucking and public transit.

HIGHWAYS

Access via Interstate 80 and more than 820 miles of connecting highways permits rapid commutes to surrounding regions, placing cities such as Reno, Nevada and Salt Lake City within one day's travel from Placer County. Highway 65 provides access from Interstate 80 north to Lincoln and Marysville. Interstate 5 links Placer County with Oregon and Washington in the north, and Los Angeles, Orange and San Diego Counties in the south. Highway 99 travels north and south through the agricultural regions of the San Joaquin and Sacramento Valleys and Highway 50 travels west from San Francisco to the eastern United States.

AIRPORTS

Three large airports serve the residents and businesses of Placer County: Sacramento International Airport, Reno/Tahoe International Airport and Mather Airport. Figure 48 shows the traffic for each of these airports.

FIGURE 48 AIRPORT TRAFFIC

irport	1995	1996	1997	1998	1999	2000
ACRAMENTO INTERNATION	NAL AIRPORT					
Passengers	6,704,470	6,935,305	6,967,280	7,201,378	7,554,892	7,923,999
Aircraft Operations	178,545	172,203	167,604	151,205	155,528	149,969
Air Freight (pounds)	122,901,917	115,293,449	132,500,105	123,061,569	102,131,390	101,676,554
Air Mail (pounds)	28,377,258	28,976,381	35,491,547	33,984,210	31,588,376	33,868,325
ATHER AIRPORT						
Air Freight (pounds)	0	47,550,385	78,935,309	121,643,622	156,559,629	148,742,644
Air Mail (pounds)	0	0	0	0	56,854,375	219,705,701
ENO/TAHOE INTERNATION	AL AIRPORT					
Passengers	5,801,197	6,747,173	6,865,965	6,663,125	6,129,436	5,624,535
Aircraft Operations	152,247	150,526	162,381	153,473	152,103	149,873
Air Freight (pounds)	42,865,200	57,286,121	68,852,448	76,989,780	81,558,522	94,556,149
Air Mail (pounds)	14,173,961	16,688,543	19,268,834	19,060,020	22,444,671	17,125,03

Prepared by Sacramento Regional Research Institute

Source: Sacramento County, Department of Airports, Airport Properties & Business Development, *Operations Report 2000, 1999, 1998, 1997, 1996 & 1995*; Reno/Tahoe International Aiport, Marketing Department.

The newly remodeled Sacramento International Airport provides 12 additional gates, doubling the terminal space. Sacramento International Airport is located 12 miles north of downtown Sacramento and 29 miles from Rocklin. The airport is served by nine major carriers: Alaska, America West, American, Delta, Continental, Northwest, Southwest, TWA and United. They provide travelers with nonstop or convenient connecting service to over 150 cities across the country and around the world. Commuter carriers United Express and US Air Express offer extensive service to smaller communities throughout California. In 2000, over 7.9 million travelers used Sacramento International. During that period, over 101 million pounds of air freight and 33 million pounds of air mail were processed through the airport. Figure 49 shows the number of outgoing flights from Sacramento International Airport.

The Reno/Tahoe International Airport, located in Reno, Nevada, provides 86 departures and non-stop service to more than 50 North American markets. In 2000, the Airport served 5.6 million passengers. Recent improvements include parallel 9,000 foot and 11,000 foot concrete runways, an improved baggage claim area, and a 2,400 space parking structure. The largest regularly scheduled aircraft is the Boeing 757. The Airport, however, can accommodate aircraft as large as a Boeing 747.

Mather Airport began operation in May 1995 as an air cargo and general aviation facility. Mather includes two parallel runways, one of which is 11,300 feet long, capable of handling the largest, fully loaded aircraft. The majority of air cargo companies have shifted their operations from Sacramento International Airport to Mather Airport, a facility that can meet their requirements more efficiently.

The Lincoln Regional Airport is a publicly-owned airport situated on 775 acres, 35 miles north of Sacramento International Airport. This airport is a regional center for general and corporate aviation, with an industrial and business park growing up on and around the facility. The airport has a single asphalt runway capable of landing most corporate jet aircraft. Facilities include 260 tie-downs, 46 portable hangars, 70 T-hangars, nine corporate hangars, and conventional hangar space for 26 aircrafts. An Instrument Landing System also makes Lincoln Airport more accessible during inclement weather to the 200 aircraft and corporate jets ported at Lincoln.

The Truckee Tahoe Airport is located midway between the historic town of Truckee and the beautiful north shores of Lake Tahoe. A full range of airport services are available for corporate and private aircraft. The centralized location of the Truckee Tahoe Airport provides excellent access to skiing, boating, tennis, golf, swimming, and lodgings nestled in the majestic mountains and green valleys of the Sierra. Two paved runways, one 4,650 feet and the other 100 feet x 7,000 feet, complete runway lighting, 210 paved tie-downs and 24-hour aircraft fueling are available.

The 210-acre Auburn Municipal Airport site is located within the city limits of Auburn. The paved runway is 3,700 feet long and 75 feet wide with one 30-foot wide parallel paved taxiway. A 40 by 40 foot public helipad is available and adjacent to a helipad serving the California Highway Patrol. The Auburn Municipal Airport provides automatic runway lights, 176 tiedowns and aviation fuel.

FIGURE 49 SACRAMENTO INTERNATIONAL AIRPORT FLIGHTS

	Outgoing Flights per Week One			Outgoing Flights per Week One	
Destination	Nonstop	Connection	Destination	Nonstop	Connection
Acapulco, Mexico	0	1	London, England (Heathrow)	0	,
Albany, NY	0	11	Los Angeles	15	1
Albuquerque	0	13	Louisville	0	
Allentown	0	2	Madison	0	
Amsterdam, Netherlands	0	3	Madrid, Spain	0	
Amarillo	0	1	Manchester	0	
Anchorage	0	3 14	Mazatlan, Mexico	0	
Atlanta Austin	0	15	Memphis Mexico City, Mexico	0	
Bakersfield	0	3	Miami	0	1.
Baltimore	0	16	Milwaukee	0	
Billings	0	1	Minneapolis	3	
Birmingham	0	3	Monterey	0	
Boise	0	1	Monterrey, Mexico	0	
Boston	0	18	Montreal, Canada	0	
Buffalo	0	4	Nashville	0	1
Burbank	10	10	New Orleans	0	1
Burlington, VT	0	8	New York (Kennedy)	0	1
Cancun, Mexico	0	5	New York (La Guardia)	0	1
Caracas, Venezuela	0	2	New York (Newark)	0	1
Cedar Rapids	0	3	Norfolk	0	
Charlotte	0	9	Oklahoma City	0	1
Chicago (Midway)	0	4	Omaha	0	1
Chicago (O'Hare)	4	12	Ontario	13	1
Cincinnati	0	7	Orange County	5	
Cleveland	0	6	Orlando	0	1
Colorado Springs	0	7	Palm Springs	0	
Columbus	0	9	Paris, France (De Gaulle)	0	
Crescent City	0	2	Pensacola, FL	0	
Dallas/ Ft. Worth	5	16	Philadelphia	0	1
Dayton	0	5	Phoenix	11	2
Denver	7	11	Pittsburg	0	
Des Moines	0	5	Portland, OR	11	1
Detroit	0	12	Providence, RI	0	
El Paso	0 2	9 2	Piuerto Vallarta, Mexico	0	
Eureka/ Arcata Fairbanks, AK	0	7	Raleigh/ Durham Richmond	0	
argo	0	1	Rio DeJanerio, Brazil	0	
Ft. Lauderdale	0	8	Rochester, NY	0	
Ft. Myers	0	4	Saginaw	0	
Frankfurt, Germany	0	3	St. Louis	3	1
Fresno, CA	0	10	Salt Lake City	5	
Grand Rapids	0	1	San Antonio	0	1
Green Bay, WI	0	1	San Diego	12	1
Greensboro/ Highpoint	0	6	San Francisco	16	1
Greenville, SC	0	6	San Juan, Puerto Rico	0	
Guadalajara, Mexico	0	5	San Luis Obispo	0	
Hartford	0	8	Santa Barbara	0	
Houston (Hobby)	2	4	Seattle	10	1
Houston (Intercontinental)	2	11	Sioux Falls	0	
Huntsville	0	3	Spokane	0	
ndianapolis	0	12	Sydney, Australia	0	
acksonville	0	4	Tallahassee	0	
uneau	0	2	Tampa	0	•
ahului, HI	0	1	Tokyo, Japan	0	
(alamazoo, MI	0	5	Toronto, Canada	0	
Cansas City	1	17	Tucson	0	•
Cnoxville	0	2	Tulsa	0	
Kona, HI	0	1	Vancouver, Canada	0	
as Vegas	9	15	Washington DC (Dulles)	1	
incoln, NE	0	2	Washington DC (National)	0	1
_ittle Rock	0	4	West Palm Beach	0	
London, England (Gatwick)	0	4	Wichita	0	

Prepared by Sacramento Regional Research Institute
Note: For the most current flight information and additional flights go to
http://www.innovata_llc.com/smf/htmapsmf/asp?arrivecity
Source: Sacramento International Aiport Flight Schedule, July, 2001

PORT OF SACRAMENTO

In the Port's 2000 fiscal year, 883,000 short tons were handled. Figure 50 shows the historical tonnage.

The Port of Sacramento is an operating port which offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargoes move through the port's five berths. Major commodities are wood chips, rice, wheat, fertilizers, clay newsprint, and animal feeds. Its location near interstate freeways 80 and 5 give trucks easy access. Major transcontinental railways serve the Port, operating on the Port's own track system and 200-car marshalling yard.

Located 79 nautical miles northeast of the San Francisco Bay, the inland Port of Sacramento provides environmental protection, enabling it to handle many sensitive cargoes. Ship loaders, warehouses, and enclosed conveyor systems are equipped with dust collection equipment. A total of 309,960 square feet of covered storage is available for break-bulk cargo and general storage. The Port also has outside bulk paved storage for 650,000 tons. Inside covered bulk storage areas provide space for almost 200,000 tons. In addition, the Port has approximately 3,000 acres of land on either side of the 47-mile long ship channel. Some of this land is suitable for development.

FIGURE 50
PORT OF SACRAMENTO
HISTORICAL TONNAGE
FISCAL YEARS 1990-2000 (IN THOUSANDS)

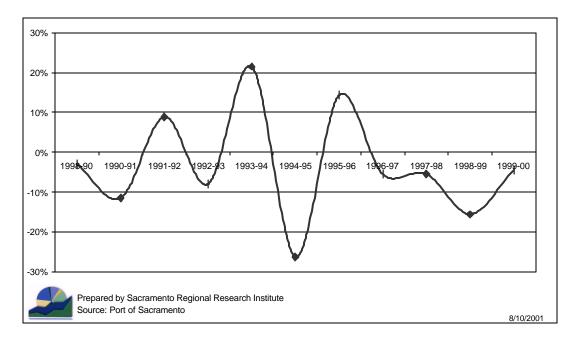
Fiscal Year	Tonnage (Short Tons)	Percent Change	
1990	1,270		
1991	1,124	-11%	
1992	1,224	9%	
1993	1,126	-8%	
1994	1,368	22%	
1995	1,009	-26%	
1996	1,154	14%	
1997	1,091	-5%	
1998	1,033	-5%	
1999	872	-16%	
2000	833	-4%	

Prepared by Sacramento Regional Research Institute

Source: Port of Sacramento

The annual shipping volume is highly volatile, as seen in Figure 51. The volatility is due to high sensitivity of the port operation to the local, state, national and international economic events.

FIGURE 51
PORT OF SACRAMENTO CHANGE IN TONNAGE
1990-2000



RAILROADS

Placer County is on the main east-west Union Pacific Railway lines. For over 80 years, a major switching yard has operated in Roseville. Union Pacific's 600-acre Roseville site is the largest railyard on the west coast providing transcontinental "piggyback" services. The yard has handled an increasing volume of freight every year since it was designed as a piggyback hub in 1983. In addition, siding and tie-ins are provided at company facilities, affording direct access to railcars.

As a result of the 1996 merger of the Union Pacific with the Southern Pacific, Placer County has access to Burlington Northern Santa Fe Railway, giving the county service by both major Western railroads. Union Pacific's major freight classification facility for Northern California, Nevada and Oregon continues to remain in Roseville.

Amtrak provides daily passenger service from Placer County to locations in and out of California. In addition, an Amtrak train that travels the length of the Central Valley is linked by bus to Stockton, 50 miles to the south. The Capitol Corridor system provides high speed commuter rail service from Roseville to San Jose. The Capitol Corridor system is currently planning to expand the number of high speed trains serving Roseville to as many as ten during the next ten years.

TRUCKING

The valley's reputation as a leading agricultural center is supported by trucking service that moves the majority of produce from the fields to processing plants, and market destinations throughout the United States. The trucking industry also supports the Greater Sacramento Area's

growing manufacturing base by transporting goods produced by industries in the area. Trucks serve other businesses that send and receive daily shipments, making it clear that trucking is a major component in the network of transportation services available to Placer County.

PUBLIC TRANSIT

Greyhound Bus Lines provide passenger and small freight services in Placer County. Roseville Dial-A-Ride (RADAR) provides local bus service to Roseville residences. Placer County transit provides bus service to the South Placer area. An express commuter bus service between Roseville and Sacramento is operated by the Roseville Commuter Service.

The cities of Auburn and Lincoln operate local bus service within their communities. The Consolidated Transportation Services Agency (CTSA) operates specialized transit services for elderly and disabled persons in Placer County.

The Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily. TART bus service is operated by the County of Placer Department of Public Works and funded on the Nevada side by the Regional Transportation Commission of Washoe County. On the Truckee side, the service is partially funded by the Town of Truckee.

This section covers a description of utility distribution companies, natural gas, water, and hazardous water and waste water.

UTILITY DISTRIBUTION COMPANIES

Electricity in the region is provided by the City of Roseville, Pacific Gas and Electric Company (PG&E) and Sierra Pacific Power Company. Hydroelectric stations generate a considerable quantity of the electricity in the region.

Pacific Gas and Electric Company (PG&E) is a subsidiary of PG&E Corporation and maintains its headquarters in San Francisco. PG&E provides natural gas and electric service to approximately 13 million people, or nearly one in every twenty Americans in its 70,000 square mile Northern and Central California service area. PG&E has a number of locally based economic development representatives to provide comprehensive services for new and expanding businesses facilities. PG&E economic development representatives partner with the local economic development corporations in its service territory to provide these services. Its representatives can discuss the energy efficiency program options available to help building owners and designers to make a new or retrofitted facility as energy efficient as possible.

Roseville Electric is a not-for-profit electric utility owned by the City of Roseville and regulated by the City Council. Roseville Electric has some of the lowest energy prices in the state, and provides the highest power reliability in Northern California. For over 90 years, Roseville Electric has assisted its customers in designing and constructing electric facilities, launching new businesses, and implementing energy efficiency projects.

Sierra Pacific Power Company is an investor-owned public utility company engaged primarily in the generation, purchase, transmission, distribution, and sale of electric energy. The company supplies power to approximately 308,000 customers residing in an area of 50,000 square miles in western, central, and northeastern parts of Nevada, and a portion of eastern California in the counties of Alpine, Placer, Nevada, Sierra and Plumas. In mid-1996, Sierra Pacific Power Company completed development of the Pinon Pine Power Project, a state-of-the-art "clean coal technology" generator providing power to 60,000 homes.

NATURAL GAS

Natural gas is available for commercial and residential uses in Placer County through PG&E. All large PG&E gas customers can now purchase their gas from the supplier of their choice and pay PG&E only for the gas transportation services they actually use. Other gas purchasing options for smaller customers assure that all PG&E customers have access to reliable, competitively priced sources of natural gas. Southwest Gas provides natural gas services in the North Lake Tahoe area. Rates for commercial/industrial users appear in Figure 52.

FIGURE 52 COMMERCIAL/INDUSTRIAL NATURAL GAS RATES

Commercial/Industrial User Class	Summer Per Therm Charge (1) 1st 4K Therms Excess		Winter Per Therm Charge (2) 1st 4K Therms Excess	
Up to 20,800 Therms/Month (3)	\$0.65403	\$0.48592	\$0.73392	\$0.51748
Above 20,800 Therms/Month (4)	\$0.63782	\$0.46971	\$0.71771	\$0.50127

Prepared by Sacramento Regional Research Institute

Notes: Rates above include gas procurement & transportation charge. The gas procurement charges change monthly. Transportation charges do not change monthly.

- (1) April 1 through October 31.
- (2) November 1 through March 31.
- (3) Customer charge is an additional \$10.50 \$13.42/month.
- (4) Customer charge is an additional \$150.72/month.

Source: Pacific Gas and Electric Company, Schedules G-NR1 & G-NR2 on website, Rates effective August 7, 2001.

WATER

The Placer County Water Agency (PCWA) is a major provider of water to Placer County customers. PCWA is a public non-profit agency established in 1957 by a special Act of the California Legislature.

Two specialized water resource service divisions are managed by PCWA. The Power Division, headquartered in Foresthill, operates the Middle Fork Project. The main features of this project are large reservoirs and five diversion dams, five hydroelectric power plants, diversion and water transmission facilities and five tunnels. This division controls the waters of the American and Rubicon Rivers and other tributaries for irrigation, domestic and commercial purposes and for the generation of electric energy.

The Water Division, headquartered in Auburn, operates nine water treatment plants, eleven reservoirs, five dams, 22 storage tanks, three wells and a 385-mile network of pipelines and canals. This system provides water for commercial, domestic, irrigation, and other agriculture uses.

The main source of water for the PCWA are the Yuba and Bear Rivers. This supply comes from Lake Spaulding and is purchased from the Pacific Gas and Electric Company. The American River provides a second source from appropriated water rights developed through construction of the Middle Fork Project. The United States Bureau of Reclamation Central Valley Project (CVP) provides a third source of water to the Agency. The fourth water source for PCWA comes from area wells.

The City of Roseville's Water Treatment Plant (WTP) recently underwent a 12 million gallon per day expansion resulting in a total water treatment capacity of 60 million gallons per day. This plant expansion is the next step in meeting the needs of a growing population. Two more plant expansions are anticipated which would bring the total treatment capacity to 100 million gallons per day.

Several private and other mutual water companies serve parts of Placer County, also. A listing of these agencies is provided in the Directory.

Figure 53 shows the water usage cost comparison of different areas in Placer County and Greater Sacramento Area.

FIGURE 53 COMMERCIAL/INDUSTRIAL WATER USAGE COSTS FOR SELECTED AREAS

Area	Monthly Cost 30,000 cu. ft./2" Meter
El Dorado Hills	\$217
Folsom	\$216
Rocklin	\$296
Roseville	\$149
Sacramento City	\$178
Woodland	\$117
Yuba City	\$297
Marysville	\$180

Prepared by Sacramento Regional Research Institute

Note: Monthly costs as of August 2001. Sources: El Dorado Irrigation District

City of Folsom Finance Department Placer County Water Agency

City of Roseville Environmental Utilities Department City of Sacramento Public Works Development Services City of Woodland Public Works; Utilities Department

City of Yuba City Public Works Department California Water Service for Yuba County

SOLID WASTE AND WASTE WATER

Solid waste collection for the unincorporated areas of Placer County is divided into six separate franchise areas. The Eastern Regional Landfill is the disposal site for solid wastes collected from the three franchise areas located in eastern Placer County, the Town of Truckee, the City of Colfax, and portions of El Dorado and Nevada Counties. The landfill ceased burying solid waste in 1994. A materials recovery facility (MRF) and transfer station are currently in operation on the site. Recyclable material is diverted from the waste stream at the MRF. Non-recyclable waste is transported to the Lockwood Landfill near Reno, Nevada.

Three franchise areas in western Placer County, the cities of Roseville, Auburn, Loomis, Lincoln, and Rocklin are serviced by the Western Regional Sanitary Landfill and the Western Placer Materials Recovery Facility (WPMRF). The landfill, owned by the Western Placer Waste Management Authority, began operation in 1979. The WPMRF began operation in late 1995. This landfill is located between Lincoln and Roseville. The cities of Auburn, Colfax, and the Town of Loomis purchased the services of this solid waste facility. This landfill is scheduled to

close in 2025. Adjacent to the existing location a 400-acre expansion area was set aside, but the environmental document for the proposed expansion is currently being challenged in court.

The Dry Creek Wastewater Treatment Plant (WWTP) owned and operated by the City of Roseville, serves the southwest corner of Placer County. The Dry Creek facility has a capacity rating of 18 million gallons per day. A second plant is under construction on Pleasant Grove Creek. The Pleasant Grove facility will be rated at 12 million gallons per day and is expected to be completed during the fall of 2002. Total treatment capacity resulting from both facilities is 30 million gallons per day.

The Tahoe-Truckee Sanitation Agency was formed on May 1, 1972, to carry out the mandate of the Porter Cologne Water Quality Control Act to export all sewage out of the Tahoe Basin and to replace existing treatment facilities in the five member entities. These entities are the Tahoe City Public Utility District, the North Tahoe Public Utility District, the Squaw Valley County Water District, the Alpine Springs County Water District, and the Truckee Sanitary District. The Agency constructed a regional system that transports all sewage from the member districts to a regional plant. Transporting wastewater out of the Tahoe Basin is designed to protect potable water sources and to preserve the purity of Lake Tahoe.

The effluent is retained in the Truckee River Basin, so that the quantity of water available to users downstream would not be diminished by the project. The project required construction of an interceptor line from Tahoe City to the Martis Valley, construction of a 4.83 MGD regional sewage treatment plant, and installation of an underground disposal system that allows the effluent to percolate into the permeable glacial outwash soil near the plant site. Tertiary treatment is necessary to protect the quality of the Truckee River.

COUNTY OF PLACER

Board of Supervisors 175 Fulweilwer Avenue Auburn, CA 95603 (530) 889-4010 www.placer.ca.gov/bos/bos.htm

County Executive Office 175 Fulweilwer Avenue Auburn, CA 95603 (530) 889-4030 www.placer.ca.gov/exec/exec.htm

Office of Economic Development 175 Fulweilwer Avenue Auburn, CA 95603 (530) 889-4016 www.placer.ca.gov/business/business.htm

Planning Department 11414 B Avenue Dewitt Center Auburn, CA 95603 (530) 889-7470 www.placer.ca.gov/planning/planning.htm

Department of Public Works 11444 B Avenue Dewitt Center Auburn, CA 95603 (530) 889-7500 www.placer.ca.gov/works/works.htm

Sheriff's Department P.O. Box 6990 Auburn, CA 95604 (530) 889-7800 www.placer.ca.gov/sheriff/

Placer County Administration Center 2986 Richardson Drive Auburn, CA 95603-2640 (530) 889-4275 www.placer.ca.gov/admin/admin.htm

Placer County Sheriff – Tahoe Substation 2501 North Lake Boulevard Tahoe City, CA 96145 (530) 581-6300 www.placer.ca.gov/sheriff/stations/tahoesub.htm

CITY OF AUBURN

City Manager 1225 Lincoln Way Auburn, CA 95603 (530) 823-4211 ext. 6 www.auburn-california.com

Community Development Department 1225 Lincoln Way Auburn, CA 95603 (530) 823-4211 ext. 3 www.auburn-california.com

Fire Department 1225 Lincoln Way Auburn, CA 95603 (530) 823-4211 ext. 2 www.auburn-california.com

Police Department 1225 Lincoln Way Auburn, CA 95603 (530) 823-4211 ext. 1 (530) 823-4237 www.auburn-california.com

Public Works Department 1225 Lincoln Way Auburn, CA 95603 (530) 823-4211 ext. 3 www.auburn-california.com

CITY OF COLFAX

City Hall P.O. Box 702 (Mailing) 33 South Main Street Colfax, CA 95713 (530) 346-2313

Fire Department 33 South Main Street Colfax, CA 95713 (530) 346-2323

Public Works Department Corporation Yard P.O. Box 702 (Mailing) 250 Rising Sun Road Colfax, CA 95713 (530) 346-8640

CITY OF LINCOLN

City Administrator 640 Fifth Street Lincoln, CA 95648 (916) 645-3314 www.ci.lincoln.ca.us

City Planner 640 Fifth Street Lincoln, CA 95648 (916) 645-3320 www.ci.lincoln.ca.us

Fire Department 770 Seventh Street Lincoln, CA 95648 (916) 645-4040 www.ci.lincoln.ca.us

Police Department 770 Seventh Street Lincoln, CA 95648 (916) 645-4040 www.ci.lincoln.ca.us

Public Works Department 640 Fifth Street Lincoln, CA 95648 (530) 645-8576 www.ci.lincoln.ca.us

TOWN OF LOOMIS

Town Hall
P.O. Box 1327
Loomis, CA 95650
(916) 652-1840
www.sedd.org/Town%20of%20Loomis.htm

CITY OF ROCKLIN

City Administrator 3970 Rocklin Road Rocklin, CA 95677 (916) 632-4000 www.ci.rocklin.ca.us

Community Development Department 3970 Rocklin Road Rocklin, CA 95677 (916) 632-4020 www.ci.rocklin.ca.us

Police Department 4060 Rocklin Road Rocklin, CA 95677 (916) 632-4060 www.ci.rocklin.ca.us

Public Works Department 3980 Rocklin Road Rocklin, CA 95677 (916) 632-4130 www.ci.rocklin.ca.us

Fire Department 4060 Rocklin Road Rocklin, CA 95677 (916) 632-4150 www.ci.rocklin.ca.us

CITY OF ROSEVILLE

City Manager 2005 Hilltop Circle Roseville, CA 95747 (916) 774-5362 http://roseville.ca.us/manager/manager.htm

Economic and Community Services Department 405 Vernon Street Roseville, CA 95678 http://roseville.ca.us/economicdevelopment

Fire Department 401 Oak Street, Room 402 Roseville, CA 95678 (916) 774-5805 http://roseville.ca.us/fire/fire.htm

Parks and Recreation Department 401 Oak Street Roseville, CA 95678 (916) 774-5242 http://roseville.ca.us/parksandrecreation

Planning Department 316 Vernon Street, Room 104 Roseville, CA 95678 (916) 774-5276 http://roseville.ca.us/planning/planning.htm

Police Department 1051 Junction Boulevard Roseville, CA 95678 (916) 774-5030 http://roseville.ca.us/police/police.htm

Public Works Department 316 Vernon Street, Room 100 Roseville, CA 95678 (916) 774-5331 http://roseville.ca.us/publicworks/publicworks.htm

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BUSINESS ORGANIZATIONS: CHAMBER OF COMMERCE

Auburn Area Chamber of Commerce 601 Lincoln Way Auburn, CA 95603 (530) 885-5616 www.auburnchamber.net

Colfax Area Chamber of Commerce P.O. Box 86 (Mailing) 2 South Railroad Avenue Colfax, CA 95713 (530) 346-8888

Foresthill Chamber of Commerce P.O. Box 346 (Mailing) Foresthill, CA 95631 (530) 367-2474

Granite Bay/Roseville Chamber of Commerce 650 Douglas Boulevard Roseville, CA 95678 (916) 783-8136

Lincoln Area Chamber of Commerce 511 G Street Lincoln, CA 95648 (916) 645-2035 www.ci.lincoln.ca.us

Loomis Basin Chamber of Commerce P.O. Box 1212 (Mailing) 5911 King Road Loomis, CA 95650 (916) 652-7252

North Lake Tahoe Resort Association P.O. Box 5578 (Mailing) 950 North Lake Boulevard, Suite 3 Tahoe City, CA 96145 (530) 581-6900

Employment Training Panel 1100 J Street, Fourth Floor Sacramento, CA 95814 (916) 327-5262 www.etp.ca.gov

Placer County Office of Economic Development 175 Fulweiler Avenue Auburn, CA 95603 (916) 889-4016 www.placer.ca.gov/business/business.htm

Placer County Visitor Information Center 13411 Lincoln Way Auburn, CA 95603 (530) 887-2111 www.placer.ca.gov/visit/visit.htm

Roseville/Granite Bay Chamber of Commerce 650 Douglas Boulevard Roseville, CA 95678 (916) 783-8136 www.rosevillechamber.com

Rocklin Chamber of Commerce 4253 Rocklin Road, Suite 4B Rocklin, CA 95677 (916) 624-2548

Sacramento Area Commerce and Trade Organization (SACTO) 400 Capitol Mall #1860 Sacramento, CA 95814 (916) 441-2144 www.sactoedc.org

State of CA Department of Parks and Recreation 7806 Folsom-Auburn Road Folsom, CA 95630-1797 (916) 988-0205 www.parks.ca.gov

United States Forest Service 22830 Foresthill Road Foresthill, CA 95631 (530) 367-2224 www.r5.fs.fed.us/tahoe/

NEWSPAPERS

Auburn Journal 1030 High Street Auburn, CA 95603 (530) 885-5656

Loomis News P.O. Box 125 Loomis, CA 95650 (916) 652-7939

News Messenger 670 Fifth Street Lincoln, CA 95648 (916) 645-7733

North Tahoe/Truckee Week 200 Center Street Carnelian Bay, CA 96140 (530) 546-5995

Placer Herald 4253 Rocklin Road Rocklin, CA 95677 (916) 624-9713

Roseville Press-Tribune 188 Cirby Way Roseville, CA 95678 (916) 786-6500 www.thepresstribune.com

Tahoe World 241 North Lake Boulevard Tahoe City, CA 96145 (530) 583-3487

COLLEGES AND UNIVERSITIES

American River College 4700 College Oak Drive Sacramento, CA 95841 (916) 484-8011 http://wserver.arc.losrios.cc.ca.us

California State University, Sacramento 6000 J Street Sacramento, CA 95819 (916) 278-6011 www.csus.edu

Cosumnes River College 8401 Center Parkway Sacramento, CA 95823 (916) 691-7344 www.crc.losrios.cc.ca.us

Golden Gate University 2595 Capitol Oaks Drive Sacramento, CA 95833 (916) 648-1446 www.ggu.edu/locations/sacramento/sacramento.htm

McGeorge School of Law 3200 Fifth Avenue Sacramento, CA 95817 (916) 739-7191 www.mcgeorge.edu

National University 9320 Tech Center Drive Sacramento, CA 95826 (916) 855-4101 www.nu.edu/campus/northern/sacramento.htm

Sacramento City College 3835 Freeport Boulevard Sacramento, CA 95822 (916) 558-2111 (Recorder) (916) 558-2441 (General Information) http://wserver.scc.losrios.cc.ca.us

Sierra College 5000 Rocklin Road Rocklin, CA 95677 (916) 624-3333 www.sierra.cc.ca.us

University of California, Davis One Shields Avenue Davis, CA 95616 (916) 752-1011 www.ucdavis.edu

Yuba College 2088 North Beale Road Marysville, CA 95901 (916) 741-6700 www.yuba.cc.ca.us

CULTURAL ENTITIES

Bernhard Museum Complex 291 Auburn-Folsom Road Auburn, CA 95603 (530) 889-6500 www.placer.ca.gov/museum/bernhard.htm

Carnegie Museum 557 Lincoln Street Roseville, CA 95678 (916) 773-3003 www.rosevillehistorical.org

Forest Hill Divide Museum 24601 Harrison Street In Leroy Botts Memorial Park Foresthill, CA 95631 (530) 367-3988 www.placer.ca.gov/museum/foresthil.htm

Gatekeeper's Museum 130 West Lake Boulevard Tahoe City, CA 96145 (916) 583-1762

Gold Country Museum 1273 High Street In the Gold Country Fairgrounds Auburn, CA 95603 (530) 887-0690 www.placer.ca.gov/museum/goldctry.htm

Golden Drift Museum 32820 Main Street Dutch Flat, CA 95714 (530) 389-2126 www.placer.ca.gov/museum/goldrift.htm

Maidu Interpretive Center 1960 Johnson Ranch Road Roseville, CA 95661 (916) 772-4242 www.roseville.ca.us/parks/maidu_interpretive/maiduinterpretive.htm

Roseville Arts Center/Haman House/Tower Lobby Gallery 424 Oak Street Roseville, CA 95678 (916) 783-4117

Roseville Telephone Museum 106 Vernon Street Roseville, CA 95678 (916) 786-1621

Placer County Museum 101 Maple Street Auburn, CA 95603 (916) 889-6500 www.placer.ca.gov/museum/courthou.htm

HAZARDOUS WASTE REMOVAL

Chemical Waste Management 35251 Old Skyline Road Kettleman City, CA 93239 (559) 386-6134

HOSPITALS

Kaiser Permanente Medical Group 1600 Eureka Road (Mailing) 1001 Riverside Avenue Roseville, CA 95661 (916) 784-4000 www.kaiserpermanente.org/locations/california/locationsnorth/

Sutter Roseville Medical Center One Medical Plaza Roseville, CA 95661 (916) 781-1123 www.sutterhealth.org

Sutter Auburn Faith Hospital P.O. Box 8992 (Mailing) 11815 Education Street Auburn, CA 95602 (916) 888-4500 www.sutterhealth.org

Tahoe Forest Hospital P.O. Box 759 (Mailing) 10121 Pine Avenue Truckee, CA 96160 (530) 587-6011 www.tfhd.com

TRANSPORTATION

Amtrak Ticket Office 401 I Street Sacramento, CA 95814 Placer County Terminal 222 Main Street Roseville, CA 95678 (916) 444-7094 www.amtrak.com

Auburn Airport 13630 New Airport Road Auburn, CA 95602 (530) 823-0744 www.auburn-california.com/airport/

Greyhound Bus Lines 201 Pacific Street Roseville, CA 95678 (916) 783-4101 www.greyhound.com Lincoln Regional Airport 1480 Flightline Drive Lincoln, CA 95648 (916) 645-3443 www.ci.lincoln.ca.us

Port of Sacramento P.O. Box 815 (Mailing) 3251 Beacon Boulevard, Suite 210 West Sacramento, CA 95691 (916) 371-8000 www.portofsacramento.com

Sacramento International Airport 6900 Airport Boulevard Sacramento, CA 95837 (916) 929-5411 or (916) 874-0700 www.sacairport.org

Sacramento Regional Transit P.O. Box 2110 (Mailing) 1400 29th Street (916) 321-2877 www.sacrt.com

Truckee Tahoe Airport District 10356 Truckee Airport Road Truckee, CA 96161 (530) 587-4119 www.truckeetahoeairport.com

Reno/Tahoe International Airport P.O. Box 12490 (Mailing) 2001 East Plum Lane Reno, NV 89502 (775) 328-6400 www.renoairport.com

TART (Tahoe Area Regional Transit) 2895 Lake Forest Road Tahoe City, CA 96145 (530) 550-1212 www.placer.ca.gov/works/tart.htm

UTILITIES

Agate Bay Water Company P.O. Box 444, Carmichael, CA 96140 (916) 481-7666

Alpine Springs County Water District P.O. Box 1879 Tahoe City, CA 96145 (530) 583-2342

Christian Valley Park Community and Water Services District Dry Creek Road Auburn, CA 95603 (530) 878-8050 or (530) 878-7395

Citizens Utilities Company P.O. Box 340 Elk Grove, CA 95759 (916) 665-5100 www.citizenscommunications.com

Donner Lake Utility Drawer 5172 Chico, CA 95927 (800) 655-3582

Donner Summit Public Utility District P.O. Box 610 Soda Springs, CA 95728 (530) 426-3456 http://www.dspud.com

Foresthill Public Utility District 24540 Main Street Foresthill, CA 95631 (530) 367-2511

Fulton Water Company P.O. Box 1903 Tahoe City, CA 96145 (530) 426-9144

Glenshire Mutual Water Company 14630 Glenshire Drive Truckee, CA 96161 (530) 587-4949 www.awwa.com

Mc Kinney Water District 16245 Jackson Oaks Drive Morgan Hill, CA 95037 (408) 778-1898

Meadow Vista County Water District 17000 Placer Hills Road Meadow Vista, CA 95722 (530) 878-0828

Nevada Irrigation District, 1036 West Main Street Grass Valley, CA 95945 (530) 273-6185 http://www.nid.dst.ca.us

Northstar Community Service District P.O. Box 34030 Truckee, CA 96160 (530) 562-0747 www.northstarcsd.com

North Tahoe Public Utility District P.O. Box 139 Tahoe Vista, CA 96148 (530) 546-4212 www.northlaketahoe.net/public.html

Pacific Bell 2700 Watt Avenue Sacramento, CA 95821 (800) 310-2355 www.pacbell.com

Pacific Gas and Electric Company 1050 High Street Auburn, CA 95603 & 151 North Sunrise Avenue, Room 513 Roseville, CA 95661 (800) 743-5000 www.pge.com

Pacific Gas & Electric Company 231 D Street P.O. Box 671 Marysville, CA 95901 (800) 743-5000 or (530) 634-6442 www.pge.com

Placer County Water Agency 144 Ferguson Road Auburn, CA 95604 (530) 823-4850 http://www.placer.ca.gov/works/flood-control.htm

Roseville Electric 311 Vernon Street, Suite 206 Roseville, CA 95678 (916) 774-5309 http://www.rosevilleelectric.org

Roseville Telephone Company 2090 Hilltop Circle P.O. Box 969 (Mailing) Roseville, CA 95747 (916) 786-6141 http://www.rosevilletelephone.com

San Juan Water District 9935 Auburn-Folsom Road Granite Bay, CA 95746 (916) 791-0115 http://www.sjwd.org

Sierra Lakes County Water District PO Box 1039 Soda Springs, CA 95728-1039 (530) 426-7800

Sierra Pacific Power Company 7001 National Avenue Tahoe Vista, Ca 96148 (530) 546-1700 http://www.sierrapacificresources.com/contact/

South Placer Municipal Utility District 3671 Taylor Road Loomis, CA 95650 (916) 652-5877

Southwest Gas 218 Incline Court Incline Village, NV 89451 (702) 831-1066 http://www.swgas.com

Squaw Valley Public Service District P.O. Box 2026 Olympic Valley, CA 96146 (530) 583-3674

Squaw Valley Mutual Water Company P.O. Box 2276 Olympic Valley, CA 96146 (530) 583-3674

Tahoe City Public Utility District P.O. Box 33 Tahoe City, CA 96145 (530) 583-3796 http://tahoe.ceres.ca.gov/tcpud

Tahoe Swiss Village Utility P.O. Box 102 Homewood, CA 96141 (530) 525-6659

Tahoe Truckee Sanitary Agency 13720 Joerger Drive Truckee, CA 96161 (530) 587-2525

Tamarack Mutual P.O. Box 34 Tahoma, CA 96142 (530) 525-7534 www.trpa.org